

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*  
185 Madison Avenue, New York City

VOL. CXX, No. 2

NEW YORK, JULY 13, 1922

10C A COPY

B. A. L. S. 1881 with  
N. W. Ayer & Son



## 53 Years Young

HERE is an old friend—the Hires Boy. When "You and I" were playing marbles for keeps and our wives were making doll dresses he was seen everywhere, always shouting "Say Hires."

A lot of water has run under the bridges since then. Merchandising and distributing methods have changed. Advertising has grown into long pants along with the kids of those days—but it has never outgrown its basic principle of "Line upon line and precept upon precept."

Similarly, the good old Hires formula has never changed. Drinks have come and drinks have gone, but, like the brook, Hires keeps on and on.

The generation that welcomed the first Hires is hunting its slippers. A second and third generation, equally thirsty, have come upon the stage. The call to which they answer is the same old invitation—"Say Hires." For forty-one years, with one brief interruption, Advertising Headquarters has issued the invitations.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO

## The Farmer Likes to Know Things by Name

The farmer knows who made his plows and he knows the name of his reaper.

He buys his saw and his plane by name and he can tell you the make of his pocket knife.

Does he know your product by name?

If not you are losing a lot of business.

There are Six Million farm families in the United States. At least half of them are buying the same sort of articles that your family buys—foods, furniture, toilet articles, clothing, automobiles—and they learn the names of these things from the advertisements in their farm papers.

One-half the customers in the stores where your goods are sold are farmers.

Will they ask for your product by name?

Two million of this buying class of farmers read The Standard Farm Papers. They get their buying ideas from the advertising pages.

They read these pages as they do the news. They are glad to know about the good things to buy.

Two million families surely should not be overlooked when sending out your advertising messages.

### The Standard Farm Paper Unit

*The flexible national medium with local prestige.*

**A. B. C. Circulation 2,000,000.**



**Progressive Farmer**  
Established 1886  
Birmingham, Raleigh,  
Memphis, Dallas

**The Michigan Farmer**  
Established 1843

**The Ohio Farmer**  
Established 1848

**The Wisconsin Agriculturist**  
Established 1877

**Prairie Farmer, Chicago**  
Established 1841

**Pennsylvania Farmer**  
Established 1889

**The Breeders' Gazette**  
Established 1881

**The Nebraska Farmer**  
Established 1859

**Wallace's Farmer**  
Established 1895

**Pacific Rural Press**  
Established 1870

**The Farmer, St. Paul**  
Established 1883

**The Farmer's Wife**  
Established 1900

**Hoard's Dairyman**  
Established 1870

**Eastern Representatives:**  
WALLACE C. RICHARDSON, INC.,  
95 Madison Ave.,  
New York City

**Western Representatives:**  
STANDARD FARM PAPERS, INC.,  
1100 Transportation Bldg.,  
Chicago

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXX

NEW YORK, JULY 13, 1922

No. 2

## Sell Advertising, Soap Sales Then Automatic, Says Peet

Head of Big Kansas City Factory Tells How Business Was Built

An interview with Albert W. Peet, President, Peet Bros. Mfg. Company

By G. A. Nichols

ALBERT W. PEET was doing me the honor of conducting me personally through the great soap plant of the Peet Bros. Mfg. Company, Kansas City, of which he is president.

What attracted me the most was an aggregation of twenty-eight monstrous soap kettles extending up through three full stories of the building. It was hard to believe that in each of these, cooking methodically and in exact accordance with formula, were 400,000 pounds of soap.

In another part of the factory an endless chain of blocks of soap, each weighing 1,400 pounds, was being propelled toward machinery that would cut the soap into bars, stamp the bars under a hydraulic press, wrap and pack them. Nearly 2,000,000 bars of soap are thus produced and disposed of daily in the Peet plant.

After seeing such a great volume of soap, one is likely to venture some such inane remark as "Well, you certainly have a lot of soap to sell here every day," and this is just what I did.

"No," replied Mr. Peet, "we make soap but we sell advertising. This may be a queer way to put it, but it is exactly what we do. This done, the selling of soap becomes the automatic process that you see here. The selling is as machine-like a proposition as is that conveyor which is carrying boxes of soap into that string of freight cars you see just outside this window."

Advertising, Mr. Peet declared, had been the one big task of the company since William Peet and his two brothers, Robert and Jesse, rented an abandoned soap factory in Kansas City in 1872 and developed it with an initial capital of \$800. The factory had one kettle large enough to make 10,000 pounds of soap at one boiling. This sounds large to the layman, but as soap factories go it was small, even then. The three brothers did all the work—stirring the soap with "paddles," later wrapping it and personally peddling it in baskets to retail stores.

It wasn't very long before William Peet found he needed some assistance in selling. The resistance was too hard. He and his brothers had to do so much talking that the process was slow. There ought to be something that would prepare the way. Mr. Peet concluded—as many manufacturers in other lines have found out since—that he was encountering sales opposition because he was confining his efforts to the dealer. When the dealer bought a basketful of his soap he was really, in one way, purchasing a liability. It was a dead loss until it was sold—the same principle that the hard lessons of the last two or three years have impressed upon the manufacturers, jobbers and retailers of today.

The retailer, William Peet discovered, was really a distributor of merchandise and was not func-

tioning correctly unless the same force that delivered the merchandise back of his counter would bring the buyers to the front of it. It was evident that Peet's soap should be given a specific name and that name made familiar to the buying public.

"In other words," said A. W. Peet, "my father found the thing

years we have tried to eliminate this element from our selling and advertising as fast as we could discover it. And we think we have progressed to a point where we can at least see light ahead.

"Our firm's first advertising was done by means of signs tacked up in stores and on hitching posts, fences, bridges, trees and wherever we could put them. When I, a youngster, came to the business, my job was that of tacking up a certain number of these signs every day. My father would ask me every night how many of the signs I had put up. I suppose I was what might be called advertising manager.

"From there we went on through the whole list of advertising experiments. We have discarded all these methods, but still there are some things we would like to do—abolish sampling, for instance."

Mr. Peet's attitude on premiums and sampling was so radical and interesting that I pressed him for details.

He accepts sampling as very much in the nature of a necessary evil in advertising soap, and admits he is "sorry to say" his firm uses that method. He regards it as an extravagant form of advertising which manufacturers would do better without but which has become so established by custom that to abolish it would be difficult indeed. He thought the less he said about his personal opinion of sampling the better it would be under the circumstances. But in the matter of opposition to the use of premiums in advertising soap Mr. Peet was outspoken. He realizes his ideas on premiums are at variance with those of some of the other big and successful soap

**Men Say  
CREME OIL  
Is a Man's Soap**

For the quick toilet before breakfast, in hot or cold weather, for the hurried driver or early passenger, for the tired body after the day's work, CremeOil answers every need.

CremeOil is not only a man's soap, it is for every member of the family. In quick forming, making, lathering and rinsing, and giving lasting freedom from soap scum, it is nothing and everything to the customer's skin.

Made of Nature's most valuable cleansing oils and emollients, it is pure, healthy, refining and fragrant with the Mennen perfume that drives perfume. CremeOil is deodorized—it is all compound natural. CremeOil never or to the knowledge of a maker without leading or crowding.

PRET BROS. MFG. CO.  
KANSAS CITY  
SAN FRANCISCO

**CREME OIL**  
THE CREAM OF OLIVE OIL SOAPS

**For everybody—everywhere—everyday**

PEET BELIEVES "MERE MAN" HAS CONSIDERABLE TO SAY  
IN THE CHOICE OF THE SOAP HE USES

he really needed to sell was advertising. Perhaps he did not visualize it exactly in those terms. Advertising was a crude thing in those days. It has a long way to go now, for that matter. Our firm did not know how to use it and I guess we have tried every conceivable angle, the good along with the bad. We have made our full share of mistakes. It seems to me that the soap business is peculiarly susceptible to expensive, cumbersome and erroneous methods. But all through these

July 13, 1922

PRINTERS' INK

5



*The New Light-Running  
Quiet-Running Royal*

**ROYAL**

The advertising for the Royal typewriter  
is prepared by this agency

THE H. K. McCANN COMPANY

*Advertising*

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



manufacturers of the country. "Just the same," he declared, "I am sure our experience has proved we were right in abolishing premiums. I am not trying to lay down any rules for other manufacturers to follow in this premium matter. Needless to say we did not discard premiums on the impulse of the moment. It

"Could we afford to run the risk of losing business to fight for a principle that we knew to be right and that we believed would make our selling plan absolutely solid? This was the time for some courageous experimentation and we made it.

"To our great satisfaction we are able to say today that the

American people as a whole are not influenced by premiums when it comes to buying advertised merchandise of known quality. Many of them would be glad to get the coupons, of course, which they would save and redeem. But we have proved that they will not let the absence of coupons interfere with buying an article upon which they have been thoroughly sold through quality and advertising.

"In certain portions of the East premiums are a strong force in the selling of soap. I think this is due to the preponderance of the foreign element in those sections. But this reason does not hold generally. In New Orleans, also of

large foreign population, sales have gone ahead.

"We do not use premiums because the whole force of our advertising effort is going to be upon the quality of the soap itself. We claim certain things for our Crystal White laundry soap, Creme Oil toilet soap and our other products. When we sell people solidly upon the idea that our soaps have these qualities and when we have gained them for steady customers on such a basis we have a real selling asset. If we use premiums to get distribution so that more people may become acquainted with our quality we then are lessening the forcefulness of our appeal. In that case the people will be buying

(Continued on page 138)

## Get This Big Bar FREE!



Clip the Coupon  
on this page. In  
exchange for it  
your dealer will give you  
Absolutely Free a full-sized bar of

## Peet's Crystal White

The Billion Bubble Soap

### A Bigger Bar—Same High Quality

For the laundry, Crystal White is unequalled. Makes dirt-couch-like soap no matter how soiled the garments. One bar gives a long time's full satisfaction.

In the kitchen, Crystal White is ideal. Dishes and tableware frequently cleaned and never soiling. Quick and lasting action. Soap, Creme Oil, Creme, Creme hand lotion, after shave.

Just send this coupon to your dealer. He will give you a full size bar of Crystal White without charge. We know you will like Crystal White and believe you'll include it in your soap order.

PEET BROS. MFG. CO.  
Crystal White Soap Company  
Creme Oil Toilet Soap

THE COUPON ADVERTISING THAT IS AN IMPORTANT  
FEATURE OF THE CAMPAIGN

cannot be denied that they have a strong selling influence. We made a most thorough investigation, devoting special attention to the East and South, to determine as nearly as possible the actual effect premiums had in stimulating soap sales and what we might actually expect in reduction of volume if we discontinued their use. The investigation accentuated our view as to the economic unsoundness of the premium system and the shaky nature of an advertising foundation that might be built up through using them. But we were somewhat disconcerted when we saw the widespread nature of the premium habit as shown in the redemption of coupons packed with soap.

## A Million Magazines A Million Welcomes

Over a million subscribers at full price paid in advance is one of the major reasons for

## NEEDLECRAFT MAGAZINE'S

constantly increasing business.

When no other influence enters into the yearly subscription but real interest in a magazine's contents, then you have the proper welcome of each issue. That's the thing that makes the advertiser's investment profitable.

*"One Woman Tells Another"*



Member A. B. C.

# The Long and Short of the Copy Length Question

A Discussion of This Question from the Standpoint of a Manufacturer of a Popular-Priced, Trade-Marked Article

By Ira Fleming

Advertising Manager, Geo. P. Ide & Co., Inc.

DISCUSSIONS as to the comparative merits of long and short copy in the message of an advertisement remind me of a certain old small-town physician whom I knew many years ago. To many of the questions put to him concerning an ailment, and particularly when he did not seem to be sure of his ground, his answer was likely to be: "It all depends."

It seems to me that two things which any advertiser needs to get clearly fixed in his mind at the very outset are:

1. What the object of his advertising really is—what is it expected to do?
2. A correct understanding of how advertising "works."

While I believe that the same fundamental principles apply to many advertising problems, my views, as expressed in this article, will be from the standpoint of a manufacturer of a popular-priced, trade-marked article which enjoys wide distribution through retail stores.

The object of the advertising is to help make sales, you say. Right; but not necessarily *immediate* sales. The readers of advertisements of chewing gum, soap, cigarettes or collars can hardly be expected to rush right out to a store and demand the particular article advertised—not in any great numbers at least. Perhaps at the precise time they are not in need of merchandise of the character offered. Isn't the really important mission of such advertising to build good-will in the minds of the readers so that when they do require chewing gum, soap, cigarettes or collars, they will think of the name of the brand advertised, either asking for it or at least readily ac-

cepting it when it is suggested by the retailer?

Sales are thus the outward and visible results of good-will, which is nothing more nor less than the favorable attitude of the readers toward the brand advertised; and this favorable attitude has come from belief. The question then is how creation of belief in the product is best attained.

Let's forget about advertising for a moment and consider how *all* human beliefs are formed.

One of the best expositions on this subject that I have ever seen was a paper several years ago by Arthur Acheson which ran somewhat as follows:

"Why are the Turks Mohammedans? Why are most Europeans Christians? Why are most Southerners Democrats? Why are most Northerners Republicans?"

REASON OR HABIT, FOR BELIEVING AS WE DO?

In the vast majority of cases a process of conscious reason has little or nothing to do with these beliefs. These nations and people become these things by habit.

The process of the growth of belief is seldom or never fully a conscious process. It is usually subconscious. Our senses have much more to do directly with its formation than our minds. Few, if any, people are argued by cold logic into belief in anything; neither is belief formed suddenly; it is always of slow growth; it forms as other habits form. In fact belief is Habit of Mind.

Now a thing that becomes habitual must necessarily be pleasant to the persons forming the habit or the habit would never be formed. No one ever forms a habit that is unpleasant to himself in the process of formation.

If you become  
blind, someone  
will lead you.

Why not take ad-  
vantage of your  
eyesight and your  
foresight now.

The Standard Union  
covers Brooklyn  
better than any other  
newspaper.

*P. P. P. Shulman*

Our beliefs likewise are pleasant to us or we would not believe them. We believe the things that we like to believe—the things that command themselves to us.

That master advertiser, the late John H. Patterson, head of the National Cash Register Company, knew what he was talking about when, in one of the company's conferences where two whole days were spent in writing a single advertisement, he said: "First, the message must be a short one. It must be telegraphic. Our prospective customers are busy people."

A National Cash Register is an article involving the expenditure of a considerable sum of money, but brevity has always been a characteristic of the advertisements of this company.

Arthur Brisbane also hit the nail squarely on the head when he said: "Your article may have a thousand good qualities. But to mention the *name* a thousand times is better than to mention each one of those good qualities once. You must avoid unnecessary words; every surplus word discourages the reader and drives him away from your advertisement. You must find words and pictures that compel attention; sentences so simple that it is easier to read than not to read. Get the name of your product so thoroughly in the public brain that the product and the name you advertise becomes synonymous. If in the United States you say 'Tiffany' it means dependable jewelry. If you say 'Delmonico' it means food. How is this done? First of all by repetition. Repetition is reputation. People buy by name. They buy because they know the name and have faith. Advertising success calls for repetition, repetition, more repetition."

On the subject of copy Glen Buck recently had to say: "What may I do that will leave the most favorable and lasting impression upon the greatest possible number of minds?" is the question an intelligent advertising man will ask himself, morning, noon and night. There are many answers, but

tedious words packed in ugly type is not apt to be one of them. An advertisement that does not find lodgement in the memory accomplishes little."

Down through all the ages those things that have been the simplest and most beautiful have made their appeal to the largest number of people; and today the principles of art have a greater practical use in the world than ever before, for they bring to advertising the easiest means of creating favorable and lasting *impressions*, and to the manufacturer an opportunity for outstanding advancement.

#### THE STRENGTH OF SUGGESTION IN ADVERTISING

I have found, by actual test, again and again, that beauty is the force by which greater results are easiest gained and maintained; and the deeper my experience goes the more importance I place upon *form* and the less upon *matter*. What is *said* in an advertisement is not of first importance. What is *suggested* is the paramount consideration. If an advertisement does not instantly suggest, even to the man who reads as he runs, the worth of the product, it does a slipshod job feebly and expensively.

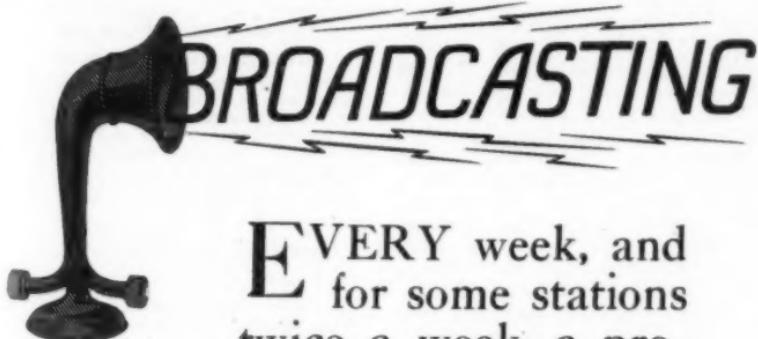
The difficult task just now is to get an indifferent and rushing world to *see* and *read* the message after it is written.

It is easy to make an advertisement, but it is getting increasingly difficult to make one that will compel the busy world to sit up and take notice. Human nature is not greatly interested in shop-talk unless shop-talk is made alluring to human nature.

The right advertising for your product will get three words fixed in the memories of a thousand people rather than a thousand words fixed in the memories of three.

Let's take a few well-known nationally advertised, popular-priced articles and see what ideas or sales arguments we can recall concerning each of them.

Royal Baking Powder, "Absolutely Pure"; Fatima Cigarettes,



EVERY week, and for some stations twice a week, a program of selections from The Youth's Companion is being sent out over the country.

In this way is the Family Circle being enlarged.



EVERY MEMBER OF THE FAMILY is interested in radio. For this reason The Youth's Companion has devoted much space editorially to the development and extension of this most interesting science.

## THE YOUTH'S COMPANION

Boston, Massachusetts

New York Office:  
1701 Flatiron Building

Chicago Office:  
122 So. Michigan Blvd.

"A Sensible Cigarette"; Ivory Soap, "It Floats" and "99 44/100% Pure"; Carnation Milk, "From Contented Cows"; Fownes Gloves, "All You Need to Know About Gloves"; Paris Garters, "No Metal Can Touch You"; Old Dutch Cleanser, "Chases Dirt"; Gold Medal Flour, "Eventually, Why Not Now?"; Postum, "There's a Reason"; Bon Ami, "It Hasn't Scratched Yet"; Wrigley's Gum, "The Flavor Lasts."

There are many products concerning which it is likely that you cannot recall a single idea or sales argument set down in their advertising and yet of which you have a more or less definite impression. For instance Coca-Cola, Kodak, Pall Mall and Uneeda.

Summing up, then, it seems that at least in the case of a popular-priced, trade-marked article sold to the masses through retail stores the advertising most likely to be productive of the greatest results is that characterized by: Pleasing appearance; simple affirmative copy so concise that the observer may "read as he runs"; and which is repeated a sufficient number of times to have it sink into the observer's consciousness.

#### Finneran to Represent David A. Coleman Co. in Chicago

The David A. Coleman Co., St. Louis and Los Angeles, maker of window and store displays, has appointed Francis A. Finneran as its sales representative in the Chicago territory. Mr. Finneran has been with the Stewart Scott Printing Co. of St. Louis for the past three years.

#### New Account for Kansas City Agency

The Huttig Mill Co., Kansas City, maker of mill work and silos, has placed its advertising in the hands of the Allen C. Smith Advertising Co. of that city. Silos will be advertised in farm papers published in the territory adjacent to Kansas City.

#### DeLong Hook & Eye Co. with Philadelphia Agency

The DeLong Hook & Eye Company, Philadelphia, manufacturer of DeLong hooks, eyes and snaps, and other dress accessories, has placed its account with the Tracy-Parry Company, Inc., an advertising agency of that city.

#### "Jewish Daily Forward" Promotes H. Greenfield

Henry Greenfield, who has been connected with the *Jewish Daily Forward* for the past eighteen years in charge of merchandising service and research departments, has been appointed advertising manager of that publication. Mr. Greenfield will continue to direct the activities of the departments mentioned.

#### New Orleans Packer Plans Pacific Coast Campaign

Bauerlein, Inc., New Orleans advertising agency, has been appointed by the Dunbar-Dukate Co., New Orleans, packers of Dunbar Shrimp and other canned foods, to conduct a Pacific Coast newspaper campaign which will be released in the early fall.

#### Remington Typewriter Co. Appoints Agency

The Remington Typewriter Company, New York, has placed its advertising account with the New York office of the H. E. Remington Advertising Company, Inc., Chicago.

#### W. C. Becker with Batten Agency

W. C. Becker, formerly with the St. Louis office of the Gardner-Glen Buck Company, Inc., has become associated with the George Batten Company. He will join the staff of the New York office.

#### Has "I-P" Binder Account

The Irving-Pitt Manufacturing Company, Kansas City, Mo., "I-P" binders and other loose-leaf devices, has placed its account with The Ferry-Hanly Advertising Company, also of that city.

#### Obtains "Sorosis" Shoe Account

The A. E. Little Company, Lynn, Mass., manufacturer of Sorosis shoes, has placed its account with Morgan, Tuttle & Jennings, New York advertising agency.

#### Obtains Niagara Alkali Account

The Niagara Alkali Company, Niagara Falls, N. Y., has appointed The H. K. McCann Company, Cleveland office, as its advertising agents.

#### "Red Book" Appoints W. A. Glenn

W. A. Glenn has been appointed to the sales staff of the *Red Book*. Mr. Glenn was formerly with the *Literary Digest*.



## Buffalo Merchants Advertise as Portrayed in the Store to the Right

They have learned that by going simply into one of the two leading papers they can merely cover and attract to their store only one-half the people of Buffalo. By using the two dominant papers of the city, of which the TIMES is one, they saturate the Buffalo field and get a 100 per cent. response.

The national advertiser can well take a leaf from the advertising records of the Buffalo merchants.

**In a proven two-paper city, include**

**The Buffalo Times**

New York  
Chicago

VERREE & CONKLIN

Detroit  
San Francisco

accessories, has placed its account with the Tracy-Parry Company, Inc., an advertising agency of that city.

the sales staff of the *Red Book*. Mr. Glenn was formerly with the *Literary Digest*.



July 13, 1922

PRINTERS' INK

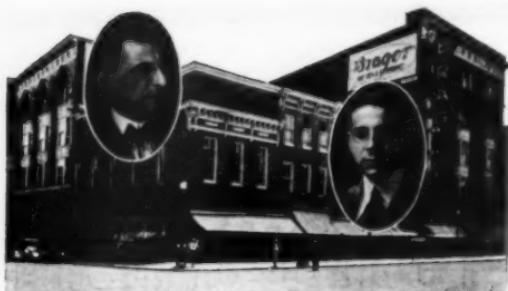
15

"Cicero said that by *a people* we mean 'not every group of human beings, however brought together, but a multitude united by a common sense of right and a community of interests.' That same sort of definition might be applied to the clientele of a periodical. A magazine can succeed in bringing together a group of readers by printing things they like to read or by giving them useful ideas about their personal affairs. There may be millions of them, but they need have nothing in common. We like to feel that Collier's, on the other hand, has its '*multitude united by a common sense of right and a community of interests.*'"

— from "The Horizon," in Collier's for  
July 15, 1922

# Collier's

THE NATIONAL WEEKLY



## Have You Made Your Product a Favorite in Baltimore?

When Albert A. Brager, in 1884, opened the little twenty-foot-front store at Eutaw and Saratoga Streets, no one dreamed that the business would spread into twelve other buildings and become the great department store that it now is.

Mr. A. Stanley Brager, son of the founder (photographs of both are shown), was taken into the firm in 1910 and is now very active in the management.

**A**s a client consults his lawyer, so the out-of-town merchant buyers that come to this city from that great southeastern section of the country extending from Pennsylvania to the Gulf consult Baltimore retail stores when they are ready to select and buy new stock at Baltimore's wholesale houses.

What advice do these retail stores offer them about *your* product? Is its prominence on this great market a self-evident opinion in its favor, convincing the merchant customer that it could be made a big selling feature in his establishment, too?

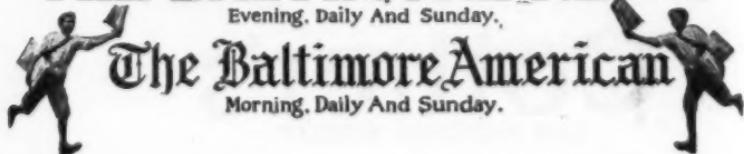
You can give it this prominence on the Baltimore market with an intensive, sustained campaign of advertising in the **NEWS** and **AMERICAN**. These papers not only *reach* practically every buying home in and near Baltimore every day—they are depended upon by their readers as the great informative sources of thought and opinion.

With the power of such media as the **NEWS** and **AMERICAN** at hand to create demand in this great Baltimore market, why not step in and capture it and, incidentally, gain access, through these tens of thousands of merchant customers, to this other vast territory of almost twenty states as well?

*The NEWS and AMERICAN carry a combined rate of 30 cents daily for 1,000 lines or more, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.*

### THE BALTIMORE NEWS

Evening. Daily And Sunday.



*Frank A. Webb*  
Advertising Manager

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

# Does Price-Cutting Indicate Popularity?

Leaves from the Experience of Men Who Ought to Know

By A. H. Fairbanks

AT the "19th hole" at Asheville some weeks ago a discussion took place regarding the recent Beech-Nut and Mennen decisions about price-cutting.

"Well," said the head of a New York advertising agency, "I don't like to be a 'killjoy,' but the price-cutters have slashed absolutely everything. It looks like a mess to me."

"Go on," said the others, "You've made a fine start. This begins to look like a real jolly evening." The others in the party for the most part consisted of the head of a large chain of drug stores, and the manufacturer of some advertised proprietary products. And others present simply carried spears in the chorus.

"It's like this," resumed the agent. "A client of mine has spent many thousands of dollars advertising in national magazines to build up a name and a business in a highly competitive field, in which there are some very strong leaders. We weren't setting the world on fire but we were using full-page space and the increase in business had warranted a steady increase in appropriation. It had reached a point where it looked as if we might get enough money to do a real job.

"Then the business depression came and bang went the advertising appropriation. I more or less expected that and I found out that my client couldn't help himself, but it is what has happened since that has really spilled the beans.

"This manufacturer had a reputation in the trade as a one-price house. He had guarded it very carefully and had been absolutely consistent, carrying his policy to the logical conclusion of not selling to price-cutters. The result was that there had always been

maintained a very nice price situation on this line of goods. The dealer had always made money, and though the turnover wasn't particularly fast, it had been fast enough so that, with the maintained prices, the goods were considered a profitable line.

"But with business depressed policies were changed.

"To make a long story short, he started to sell quantity lots to price-cutters. Of course, that upset the price situation. Pressure was brought to bear by others, so that special discounts were given on special quantities. Then other dealers set up a howl and it was a case of take back a lot of goods or give out rebates."

"I know the rest of the story," said the chain druggist. "I can point to a half dozen in the drug business who did the same thing. You might just as well kiss that client good-by. He's a cooked goose. It will be many a day before the trade will have confidence in him or his prices.

## MANUFACTURER SHOULD NOT BE TEMPTED

"The trouble was that the wrong party did the cutting. Price-cutting isn't inherently bad. Many manufacturers who are worrying because their prices aren't being maintained by some dealers really ought to be darn anxious because *more* dealers aren't cutting.

"Here's an instance. A manufacturer came in to see me one day with one of my advertisements in which I had announced some cuts on standard advertised articles along with some junk. This man's goods have been advertised for years and they used to be pretty good sellers. But of late, I've noticed they have fallen off.

"Will you tell me, as a matter

of information,' he said, 'why you didn't also cut the price on my goods? Many of these products advertised here are upstarts compared with mine.'

"Yes, I'll tell you," I said, "And it isn't a compliment. I don't advertise your goods and I don't cut them because they aren't popular enough any more. I didn't think that it would attract enough people into my store to make it worth while. When I cut, it is a *real* cut. There isn't much, if any, profit left. Bait! That's what it is. There aren't enough fish that bite when I put your bait on my hook."

"How can that be?" he said. "My sales were larger last year, during the depression than in any previous year. How do you account for that?"

"I don't know how to account for that, Mister," I said. "Maybe it's because you have a better distribution than you used to. More stores are selling your product. That could hold up and increase your volume for some time. What I *do* know is that I can't sell your goods so fast as I used to, and from talking with other druggists, I find that *they* can't. You don't find your prices cut much, do you? Well, that's the answer."

The advertising agent was impressed but not convinced. "Mr. Richards," he said, turning to the manufacturer, "you've been a manufacturer and an advertiser for a great many years. What has been your experience with regard to price-cutting?"

"Sauce for the goose may not be sauce for the gander," was the reply.

"A dealer may, but a manufacturer must not cut his prices. Nevertheless, the day is gone when the live manufacturer—speaking generally—regards the price-cutter as a menace. It's a fact that in many cities the *best* merchants are price-cutters.

"Some years ago I took a trip to find out why some markets fell so far behind others. My principal specialty, you know, is supposed to sell for fifty cents. This is what I found:

"It wasn't selling well in Buffalo. Dealers were getting forty-nine cents. Sales in Cleveland were big. Price thirty-nine cents.

"And so it went—the sales were heavy in Detroit, Chicago and St. Louis, where the prices ranged from thirty-three cents to forty-three cents; things were dull in Indianapolis, Cincinnati, and Philadelphia where the lowest price was forty-eight cents. Every department store in St. Louis was buying direct in quantity lots but in Cincinnati only one department store bought direct and three of them were not even carrying the product.

"In St. Louis where the price was thirty-three cents, I was worried because I felt that the dealer wasn't making enough money and would eventually stop giving me his support. So I discussed the subject with some of the dealers without arriving any place until I had a conversation with a cutter.

#### WATCH THE DEMAND RATHER THAN THE RETAIL PRICE

"Don't worry about our profits," he said. "Just look straight through us to the public. If you manufacturers make your goods popular enough we'll cut the price and sell tons of them. That's just what we *are* doing with popular goods. If we're not cutting the price on your product, watch your step! People aren't asking for it."

"But we want you to make some money so that you'll co-operate with us," I said.

"Forget co-operation," he replied. "Make the goods popular. We'll fill the window with the cartons, pile them up on the counter, use displays, advertise them. We don't have to make money on *your* product. We make money on the section in which your goods are carried. We make it up on something else."

"But, suppose we gave you an extra 5 per cent in connection with a quantity deal which called for giving us a display? What then?"

"If your goods are popular enough we don't need the induce-

July 13, 1922

## PRINTERS' INK

19

ment to display them. If they are not popular the extra 5 per cent isn't going to create any more demand. You'd better put the extra 5 per cent into creating a greater and greater demand.'

"That sounds like a peculiar talk to come from a dealer but listen to his reason: 'That extra 5 per cent wouldn't mean a nickel to me. Your goods are popular. The price is cut. I sell a lot of them. If you gave me an extra 5 per cent I'd turn right around and hand that 5 per cent to the consumer. Everybody else would make the same price cut. You'd be in the same relative position you're in now. Only you'd be 5 per cent worse off and we wouldn't be any better off.'

"I found out that where the goods were not selling the dealer was growling about the margin of profit, and that was in the cities where the price was nearest to being maintained.

### PRICE-CUTTING WAR IN DETROIT SPEEDED SALES

"Last winter a jobber told me a story that bears out my idea.

"A salesman for a nationally advertised dentifrice reached Detroit all 'het up' over what he had discovered in Cleveland and Toledo. And his first call on a Detroit druggist was brutal.

"The conversation went something like this: 'Mr. Tarr, I know you sell a lot of our goods but why don't you get back of them and take advantage of all the demand we are creating by our advertising? Get the product up on the counter. Stick it out in the window!'

"Now, that will be about enough from you, Mr. Salesman. I don't happen to dress my own windows or counters, but if I found that one of my clerks didn't have more sense than to give you a display, I'd fire him. I tell my clerks to *hide* your stuff, and all these other advertised price-cutters' delights.'

"But they sell so much easier, quick turnover, and all that sort of thing," said the salesman, taking one more stab.

"Not if I can *help* it! Look

around my store and see the goods that I display and push. They all carry my own brand and there's a nice fat profit in every one of them. And what's more, I give my clerks an extra 5 per cent for selling them. I'm in business for money, not to pay nice fat salaries to a lot of advertising men. I'll tell you frankly the only goods of yours that I sell are those that I can't *help* selling. The customers won't accept my substitute. But if you can stop the price-cutters from giving it away so that I can sell it at a decent price, then I'll play with you.'

"The salesman went out and wired his house that the price situation was seriously affecting the dealer co-operation and that he was going to stay in Detroit until he could get things cleared up.

"And then the fun began.

"Detroit has a druggist who has the reputation in many quarters of being the 'champion druggist of the United States.' He does a land-office business when all the rest of the stores are firing their clerks. But he's a price-cutter if there ever was one. That's the basis of his business.

"Get that man to hold the price at a level where there's profit in your goods, and we'll all fall in line. But you'll never get him," said the dealers.

"But he *did*. It took him two weeks. But he accomplished what everybody said was impossible. The price-cutter agreed. The department stores agreed. Everybody agreed to hold the price—that is, the lowest cut would be five cents on the fifty-cent size.

"The salesman left town elated. He wired the house. The house was elated.

"And then the fun began again.

"An uptown druggist thought this was his chance. He had been losing a lot of trade to downtown stores. Here was a move that would help him. The trade downtown need know nothing about it. He cut the price to thirty-nine cents.

"Within an hour after the cut was made the news had leaked

to the price-cutter, who slashed the price to thirty-two cents. By noon it was sold all over Detroit at prices ranging from thirty-two to thirty-nine cents.

"A department store cut its price at about half past eleven and that afternoon sold fourteen gross. At the end of the second day this store had to give quantity orders to a jobber and also wired the manufacturer for a direct shipment. The three important jobbers *all* had to wire rush orders to meet the demand.

"This scramble lasted for three weeks by which time the price had settled at about thirty-seven cents. But when the smoke had cleared away and the casualties were counted it was found that twice as much of the product had been sold in Detroit during those three weeks as during any other previous three months. And general business wasn't booming in Detroit at that time. Ford was closed down and Dodge, Cadillac, Buick and the others. It was a perfectly remarkable sales record.

"And yet it isn't so unusual. The situation in another Middle Western city is typical from a price-cutting standpoint. The downtown stores have some kind of understanding that only on one day a month will they cut any product below its generally accepted price. But the different stores chose different days to cut different items. The consequence is that the uptown druggist has to compete every day with a price cut in some downtown store on almost all popular products.

"It's a cut-price market but it's a good market, a *particularly active* market. The drug trade fully appreciates the fact that this city sells a powerful amount of advertised merchandise.

#### EXCEPTIONS, OF COURSE, BUT THEY PROVE THE CASE

"Of course there are exceptions—Colgate, for example. Until recently, at least, prices on Colgate goods have been maintained. But there aren't many manufacturers in a position comparable to Colgate. Then there are manufac-

turers who have had a good product but whose price has been so low that the temptation to cut was terrific—and so were the cuts terrific. Naturally the consumer didn't think much of the goods. A dealer once said to me, thinking me just an ordinary consumer, 'There's some stuff that is supposed to sell at 50 cents. I want to get rid of it and I'll sell it for ten cents.' Yet I, as a manufacturer, knew it was a good product.

"A manufacturer should maintain his prices but some very successful ones are flagrant exceptions. There are some very successful, powerful manufacturers whose various prices are notorious. It's a well-known fact that they make special prices to dealers and the purpose is to unsettle the price situation and speed up sales through a general cut on the part of all the trade. The success of this type of manufacturer is an exception and is too dangerous for anybody but a few to attempt.

"Here is a rule which is as safe as any that I know. Maintain your own prices if you are a manufacturer. You may or you may not believe in price maintenance, but if the *dealer* is *not* cutting your prices, unless it is because of some strange hold that you have on him, watch your step. The chances are that your product isn't going very strong; the public isn't asking for it. The dealer doesn't need to be told what are good sellers. He knows and he cuts them.

"Here's just one more slant.

"There are eight druggists in Bucyrus, O. Generally speaking, they aren't bad price-cutters. If your goods are popular and if you are keeping in touch with these druggists, they are displaying and pushing your product. Their sales are less spectacular than those of the city druggist, but located in the Bucyrus, Ohio, all over this United States, there are 35,000 druggists out of the total number of 50,000."

At this point the party moved on to the 20th hole, followed by the same gallery.

# Philadelphia

## BUILDING RECORDS SMASHED THIS YEAR

Permits Show More Than \$52,000,  
000 for Six Months—June  
Biggest in History

### Nine Years' Building Figures Showing Big Jump in 1922

Following is a comparison of Philadelphia building construction in the first half of each year over the World War period and since:

Year	Permits	Operations	Value
1914....	5,042	8,646	\$21,341,500
1915....	4,923	8,598	19,666,390
1916....	4,423	9,575	25,652,720
1917....	3,678	5,647	20,531,220
1918....	2,732	3,661	9,132,085
1919....	4,469	7,005	21,982,990
1920....	5,776	6,946	38,538,245
1921....	6,296	6,892	16,616,810
1922....	6,185	11,534	52,147,770

Figures compiled by William W. Gamble, the bureau's statistician, show the closing month the heaviest in the city's history. June construction value represented by the permits issued up to noon is \$12,911,346. The nearest previous approach to that figure was in April this year, \$11,361,610.

—Philadelphia Bulletin, June 30, 1922.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Bulletin

The circulation of The Philadelphia Bulletin is one of the largest in America. A. B. C. Report of net paid daily average circulation for six months ending March 31, 1922, 496,708 copies a day.

New York—Dan A. Carroll, 150 Nassau St.  
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.  
San Francisco—Allen Hofman, Verree & Conklin, Inc., 681 Market St.  
London—125 Pall Mall, S. W. 1.  
Paris—5 rue Lamartine (9).

(Copyright, 1922—Bulletin Company)

## CO-OPERATIVE MARKETING OF

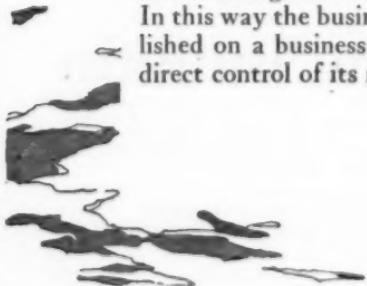
## MILK

AS the largest of co-operative marketing units, the Dairymen's League Co-operative Association, Inc., represents 70,000 producers. Many of these members produce other crops and are members of other co-operatives.

In addition to selling much of its milk in fluid form, the Association manufactures a complete line of its own brand products in over 100 milk plants. These brand products are not only sold in this country, but in foreign countries also, by a definite advertising and sales campaign.

Each month the Association does a business of approximately \$6,000,000.00, and distributes payment to each individual member. The advertising, sales, and current expenses of this activity average only a small percentage of the increase in price received over what would be received without co-operation.

Every phase of this business is under the direction of an expert employed by chosen delegates of the farmer members. In this way the business is securely established on a business basis and under the direct control of its members.



OF  
NEW YORK STATE FARM PRODUCTS

MR. GEORGE W. SLOCUM  
*President of the Dairymen's League  
Co-operative Association, Inc.*

*Says—*

“The development of a co-operative association is fundamentally an educational problem. Both the principle and the plan which we sponsor are sound. The Dairymen's League News has championed the collective marketing of dairy products.”

New York: 303 Fifth Avenue  
Chicago: 10 So. La Salle Street

**DAIRYMEN'S LEAGUE NEWS**  
“*The Farmer-owned Marketing Paper*”  
UTICA, N.Y.

## The World's Biggest Book Shop

*is located, we are convinced, in the "Wednesday Book Page"—now "pages"—of The Chicago Daily News*

WITH its yearly daily-average circulation—approximately 1,200,000 daily readers—94 per cent concentrated in Chicago and its suburbs, The Daily News easily ranks first as Chicago's favorite home newspaper. And one of the most popular of its many popular features is its now famous "Wednesday Book Page" that revolutionized newspaper book reviewing in America by treating new books as news as well as giving intelligent criticism.

Among all classes of book buyers in Chicago and its vicinity, the Wednesday Book Page of The Daily News has become an institution. Wednesday is popularly known as "Book Page Day."

With these facts in mind, it is safe to assume that "The World's Biggest Book Shop" is The Daily News Book Page, "visited" by a large proportion of the 1,200,000 daily readers of The Daily News every Wednesday.

Are your wares displayed to this multitude of buyers?

### The Chicago Daily News Book Page

EVERY WEDNESDAY

"T

Bias

W  
w  
able  
among  
discover  
get a  
contrap  
said ba  
to free  
It was  
of shel  
real de  
chine in  
ing m  
somethe  
the sys  
trial be  
an estab  
man w  
chine o  
the dot  
than ha  
his pla

The  
applied  
course.  
another  
generat  
vince  
phrase  
and I  
used it  
fore gi  
It is we  
package  
a succe  
consum  
giving  
in ord  
himself  
produci  
The p  
doubt,  
ficiultie  
to anyth

The  
pany, I  
ing tap  
success  
however  
for a  
its lin

# "Trial Assortments" Demonstrate Salability of the Goods

Bias Narrow Fabric Company's Campaign to Get Notion-Counter Distribution

By S. C. Lambert

WHEN the adding machine was new, and about as salable as refrigerating machinery among the Eskimos, somebody discovered that if he could only get a bank clerk to try out the contraption for a month or so, the said bank clerk could be trusted to freeze onto it like grim death. It was hard to see the advisability of shelling out several hundred real dollars for an adding machine in the abstract, but an adding machine on the job was something entirely different. Thus the system of placing machines on trial became the main feature of an established selling policy. The man who wouldn't consider a machine on any terms will sign on the dotted line like a lamb rather than have a trial "pulled" out of his place.

The same psychology has been applied in many different lines, of course. Sampling, in one form or another, has been practised for generations. "A trial will convince you" has been a stock phrase from time immemorial, and I have no doubt that Noah used it (though ineffectually) before giving the order to cast off. It is well understood that a sample package, or a free trial, is often a successful way to convince the consumer. But the experiment of giving the dealer a "trial stock" in order that he may judge for himself as to the salability of the product is not so often attempted. The psychology is the same, no doubt, but there are practical difficulties which are obvious enough to anybody.

The Bias Narrow Fabric Company, New York, maker of binding tapes, has had very substantial success with the latter method, however, in securing distribution for a specialty recently added to its line. Out of 1,151 display

cabinets which were sent out April 12 on forty days' memorandum, 801 were retained within thirty days and additional stocks were ordered. The cabinets contained a three-dozen assortment, and were sent purely as a "trial" whereby the retailer could convince himself that the goods were salable, and that the advertising would move them quickly.

#### STORES LOOKED FOR ASSURANCE OF SALES

This method was adopted as a means of overcoming the peculiar difficulties in getting notion-counter distribution. The job of getting another product into a notion department is no tea-party, for the stock is a nightmare of small items already, and the notions buyer is usually about as hard-boiled as they come. Bias-binding tape is sold in every notions department anyway, and the company already had an extensive distribution for the staple commodity, which is commonly unrolled from a spool and sold by the yard. Thus, when the company made the innovation of putting up binding tape in individual paper envelopes containing three-yard lengths, the problem of distribution was a major item. True, it was more convenient for the store, as it saved handling and cutting; furthermore, the package could be sold at a standard price, giving better profits. But unless the notions buyer could be convinced that it would sell, and sell rapidly, the company anticipated some difficulty in getting it into the stores at all.

The trial-order proposition outlined above was devised to meet the situation in the larger and more desirable stores, and its success is evident from the figures

already given. The smaller stores, to the number of 60,000, received a colored broadside, describing the advertising campaign and offering window-display material together with a display cabinet at the price of \$3.45. The following letter was sent in advance of the display cabinets:

Here is briefly the story of a big line of original creations in dress bindings and trimmings—never seen before in the history of the trade—not produced by any other concern—to be nationally advertised to the trade and consumer—the first and most important popular-priced line of fancy trimmings for all kinds of wash goods.

We have been dealing for twenty years with manufacturers and jobbers and know whereof we speak.

Full-page advertisements will appear every month, beginning with April in seven trade-papers, featuring *Barton's Red-E-Trim*.

Advertising to consumers will start with a series of four large advertisements in connection with *Gingham Week*, April 24-29, in the leading newspapers in twenty-three important cities—newspapers having wide circulation in surrounding territory also.

As the first step in our co-operation with you we are sending you, on memorandum for forty days, a display cabinet showing our full line of new and original combination bias bindings and trimmings in checked ginghams, which are so largely in demand this season. *"This Is a Gingham Year."*

We will also send you in a few days sample cards of this line, so you can see at a glance how attractive and salable they are.

You will be wise to keep this cabinet for forty days to check up on the effect of our advertising and to be in a position to show it to your customers in the meantime as something entirely new and original. At the end of that period, if you wish, you may return the cabinet to us collect.

Our years of manufacturing experience will assure you that the goods will be made right and put up right.

In addition to the newspapers, the company is planning a campaign in women's publications of national circulation, emphasizing the convenience of the package idea, and urging the point that binding tape can be had to match any popular pattern of wash goods.

The results of the sampling proposition are also being featured in the trade papers, as direct evidence of the salability of the goods. The fact that 801 dealers out of 1,151 kept and paid for a trial assortment sent them purely "on spec," is proving a good

inducement to the smaller dealers to get in line. The willingness of the company to submit its goods to such a test indicates also a pretty high degree of confidence in their salability.

### Rochester Club Elects Officers

The Rochester Ad Club, Inc., Rochester, N. Y., at its annual meeting elected as its president, Samuel R. Parry, paper box manufacturer; vice-president, H. H. Sullivan; treasurer, Elmer W. Day; secretary-manager, Arthur P. Kelly, and as directors, Charles S. Owen, George Bausch, William A. Smith, Clinton R. Lyddon, Chauncey S. Bradt, Howard V. R. Palmer and E. A. Stahlbrodt.

The annual report of the Club showed a total membership of 684 and assets of approximately \$10,000.

### Westcott Motor Account with Seelye and Brown

Seelye and Brown, Inc., Detroit advertising agency, has secured the account of the Westcott Motor Car Company, Springfield, O. The plans for handling this account include the use of newspapers in behalf of the distributor and dealer organization of the Westcott company, trade papers and direct-mail folders to dealers and purchasers. Advertising in national media will begin late this fall.

### Penna. R. R. Starts Second Employees' Paper

The "Pennsylvania News," a semi-monthly for employees in the northwest region of the Pennsylvania System, is now being published. Its headquarters is in Chicago. The "News" will be a bi-weekly newspaper rather than a magazine and will be patterned after the Pennsylvania employees' paper for the central region. E. N. Lewis of the Pennsylvania publicity department is in charge of the new paper.

### Canadian Company Plans U. S. Campaign

The advertising account of Templeton's, Ltd., Toronto, Canada, Ras-Mah preparations, will be handled by the Wm. H. Rankin Company, Chicago. Templeton's, Ltd., will make Detroit their business headquarters for the United States. An extensive news-paper campaign is being planned.

### With Philadelphia Motor Sales Company

C. M. Kembrey, formerly advertising manager of Alexander Brothers, Philadelphia, and for the past year a freelance copy writer, has been appointed advertising manager of the Studebaker Sales Company of Philadelphia.

## Kansas City Papers Name Representatives

The Kansas City *Journal* and the Kansas City *Post* have appointed Ver-  
t & Conklin, Inc., as their repres-  
sentatives in the West and Lorenzen &  
Thompson, Inc., as their repres-  
sentatives in the East. These firms will also  
represent the Kansas City *Post-Journal*,  
the Sunday edition of the other two  
papers.

## Join J. Walter Thompson Agency in Chicago

Harland Smith, who has been with the Department of Agriculture, Washington, D. C., has joined the copy staff of J. Walter Thompson Company, at the Chicago office. George Speyer, formerly with J. Walter Thompson Company, has rejoined the mechanical department of that agency.

## Chicago Agencies Merge

The Ehlbert Advertising Service and The Press Bureau, Chicago advertising agencies, have been merged and incorporated as the Ehlbert Advertising Service, Inc. The incorporators are: Mark K. Ehlbert, Denman Crittenden, J. S. Ehlbert, Charles A. Ehlbert and Edmond I. Eger.

## Tom Killian Rejoins Wells- Ollendorf Company

Tom Killian has resigned as vice-  
president of Jenkins, Back & Killian,  
Inc., Chicago advertising agency, and  
is associated with Wells-Ollendorf, Inc.,  
Chicago, with which he was formerly  
connected.

## Lloyd Maxwell Resigns from Erwin Wasey & Co.

Lloyd Maxwell, who has been with Erwin, Wasey & Company, Inc., Chicago advertising agency, for the last six years, has resigned from that company's sales organization.

## Joins Boston Agency

W. H. K. Burke, who has been with the Chicago sales staff of the Hoover Suction Sweeper Company, has joined the Thurlow Advertising Service, Boston.

## Will Represent Gary, Ind., "Post and Tribune"

The Gary, Ind., *Post and Tribune* has appointed Knill-Burke, Inc., Chicago, as foreign advertising representatives.

**The  
George L. Dyer Company  
42 Broadway  
New York  
Western Offices  
76 W. Monroe St.  
Chicago**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Good-Luck Ring Runs Good-Luck Copy

An Original \$40 Advertising Investment Reaps Profits of \$4,500

MANY of the old-time stories of advertising told of the man who put a little advertisement in the paper and secured so great results from it that he became wealthy. Advertising since the early days has gone into various fields for almost every conceivable object, from that of breaking down sales resistance to building up morale. Every once in a while, however, one of the old stories comes up to remind us that some of the former things are still possible.

The casual reader has noticed that many people are still as superstitious as ever. While they may not actually believe that horse chestnuts in a pocket will keep away rheumatism, and that mystic symbols bring good luck, they are always willing to have something about their persons that they can tell strangers about, and which, perhaps, they do think brings them good luck.

Many good-luck charms are being sold at present by mail. The Zanzibar Co., which sells "the odd token ring of the Chinese Princes," found out from its mail-order campaign things interesting to other users of space. An original investment of \$40 for a four-inch single-column advertisement has up to the present time made \$4,500 in profit. The first advertisement ran in the parcel-post section of a newspaper of large circulation in an Eastern city. There was no outlay of capital, except the original \$40, since the rings were bought from the manufacturer on the results of the first advertisement.

In the first week eighty-seven orders were received, in the second week 102, and the third week brought 150. The advertisement paid out for nine weeks' insertions, three advertisements appearing each week.

The advertiser who is using space on Sunday often wonders

on what day his best returns should come. The Zanzibar Co. found that from a Sunday insertion in the parcel-post section of the newspapers its largest returns came on Tuesday, and that Tuesday sales were one-third of the total that would eventually come from that insertion.

Following the original insertions, various other mediums were used until fifty-seven mediums had been employed, whose rates ranged from 30 cents to \$7 a line. They included daily newspapers, fraternal, religious and mail-order publications. Out of the fifty-seven mediums all but seven paid a profit.

With the national weeklies and similar papers, the first week's return after the advertisement appeared represented one-fourth of the total—that is, 25 per cent of all the money to be expected was received within seven days following the date of issue.

The article to be sold, the Charm Ring, cost \$1.50 when cash accompanied order, and 33 1/3 per cent of all money received was cash with order. The ring cost the advertiser 75 cents. The advertising cost amounted, in the final analysis, to 20 per cent of the selling price; operating and labor cost, overhead, etc., amounted to 20 per cent, leaving 10 per cent of the selling price net to the company.

The insertions started in January, and from January to May the advertisers sold 30,000 rings, bringing in \$45,000 of money, leaving a clear profit of \$4,500 after all salaries and expenses of the company had been paid.

The Zanzibar Co. has at various times sold other novelties, including musical instruments. It believes that the article to be sold should sell for less than \$5 and that the selling price should be double the cost price, in order to realize a 10 per cent net profit on the selling price.

# The Indianapolis **NEWS**

The News does not write letters of introduction to retailers until the advertising is scheduled on a definite non-cancellable contract. Therefore the effect of these News letters of introduction is remarkably helpful in securing distribution.

### *The campaign afterwards —accurate knowledge first.*

**FRANK T. CARROLL**  
*Advertising Manager*

New York Office Chicago Office  
DAN A. CARROLL J. E. LUTZ  
150 Nassau Street The Tower Bldg.



## Folger McKinsey

*The Bentztown Bard*

**Gives "The Sun" Some  
of Its Sunshine**

**A** GLAD heart will say glad things. And one reason why The Sun is so "sunny" is because the Bentztown Bard always puts in the "Good Morning" word.

To say it in verse and to say it every day, is the particular mission which the Bentztown Bard has found in life.

His is a heart "that beats forever for the city we adore," which is, of course, Baltimore. He sings the charms of his native State. From Maryland hillsides and from her vales and lazy streams, he draws his inspiration.

"The Bard," as he is familiarly called in Baltimore, finds cheer in a catbird's song and romance in a strawride.

He's a big brother in The Sun family, which includes H. L. Mencken, Hendrik Van Loon, Henry Hyde and others.

Find the paper that has the talent, and you will have the paper that has the circulation. This works out in the Sunpapers.

---

*The Circulation is now  
225,606 Daily (Morning and Evening),  
158,428 Sunday,  
June net paid average.*

---

### **Everything In Baltimore Revolves Around**

**THE**  
**MORNING**



**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

---

*Baltimoreans Don't Say "Newspaper"  
---They Say "Sunpaper"*

---

---

*Try it out in Representative Milwaukee*

---

## Two Kinds of Distribution

How does your store distribution compare with your consumer distribution?

We checked two manufacturers selling in the Milwaukee Market. Both had approximately 90% dealer distribution. One used newspaper advertising. The other did not. The former had better than 65% consumer distribution. The latter had only about 6%.

The Journal's Merchandising Service Bureau has determined facts such as these by questioning 10,000 Milwaukee housewives and representative dealers.

This analysis of the Milwaukee Market will prove invaluable to you—will eliminate mistakes, will save you time and money. It will point the way to better distribution and *more sales*.

Before starting your advertising in any market, send for this valuable data. "As Milwaukee Buys—The Nation Buys!"

Approximate *in advance* the results of national advertising and advertising in other cities.

## *The Milwaukee Journal* FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives  
New York Chicago San Francisco

---

*"As Milwaukee Buys—The Nation Buys!"*

---

# "Plaster" Gets a Broader Market through Educational Advertising

How Gypsum Is Being Merchandised to Farmers as a Fertilizer

By C. M. Harrison

ONE day early last spring Prof. William Crocker, plant physiologist at the University of Chicago, chanced to be passing an office building in that city from which some plaster was being removed. Some walls had been torn down and the workmen were carting the debris off to the dump.

"Why don't you take that stuff out and throw it on your garden?" he asked one of the men.

Then he explained it was gypsum and had remarkable powers as a fertilizer. Gypsum in that capacity was something absolutely new to the men, just as it is with the American farmer, to whom it is now being merchandised in a farm-paper educational campaign conducted by the Gypsum Industries Association.

Gypsum, in fact, might be called the great unknown so far as the average person is concerned. Ask any ten men what gypsum is and if by any chance one happened to know he would probably tell you it is a plaster. Yet gypsum was established as a fertilizer as far back as 1760. The revival of the idea at this time in a way that seems to promise complete revolution of the fertilizer industry as well as the gypsum business is a dramatic example of how advertising can be utilized to spread abroad old-established facts—so old that people have forgotten about them—and so broaden the market for a product in a way that even its makers had lost sight of.

When the Gypsum Industries Association was formed four years ago it was for the purpose of doing institutional advertising and promoting some sort of service by which the sales of gypsum might be increased. In this it was pursuing exactly the same object as that of numerous other associations organized among building-material producers.

A central office was established in Chicago in charge of H. H. Macdonald, a Cleveland newspaper man. Mr. Macdonald knew a great deal about publicity but next to nothing about gypsum. He went down to the Harper Library at the University of Chicago to read about it so he might have some ideas upon which he could base an advertising plan to submit to the association.

In the course of his researches he came across what to him were astonishing statements as to the early use of gypsum as a fertilizer.

Along about 1760 it seems some Paris workmen employed in a factory making alabaster objects had formed the habit of stepping outside each evening and shaking the dust out of their clothes. An observant monk noticed that the clover near his factory was much more luxuriant than that a short distance away. He conducted experiments which showed him that the plaster, or the gypsum, as we know it now, was really a fertilizer of the very highest order.

#### BEN FRANKLIN ADVERTISED GYPSUM

Benjamin Franklin heard about it when he went to France and he later used it on his farm near Philadelphia. He had a field of red clover that sloped down to one of the main roads out of Philadelphia. On this he sowed powder gypsum to form the words "Land Plaster Used Here. Ben Franklin." The clover under the gypsum grew faster than any of the rest and the words soon became conspicuous to passersby because of their deep green color.

Then Rev. A. Meyer of Bern, Germany, quite by accident discovered the fertilizing properties of gypsum. German settlers in Lancaster and other points in Pennsylvania have used it ever since

that time. The tobacco growers of Virginia have been using gypsum, or what they call land plaster, on their fields because it supplies sulphur, of which the tobacco plant requires a great quantity.

Mr. Macdonald concluded he had found something. He went to Prof. Crocker and satisfied himself that his conclusions were correct. He had the professor address a meeting of the manufacturers comprising the association members and the outcome was the present educational effort pushing gypsum as a fertilizer. President Judson of the University was persuaded to "loan" Mr. Crocker to the association for part of his time so that the necessary research might be made and the facts presented to the farmers in a scientifically correct manner.

#### PHASES OF THE ADVERTISING

The campaign, which is purely educational in nature, is based primarily upon the use of farm-paper advertising space. Farmers are invited to send for various pieces of descriptive literature, prominent among which is "The History of Agricultural Gypsum" by Mr. Crocker.

The advertisements are wide open in their invitations to farmers to write the association personally for advice as to desired solution of soil and crop problems. All such letters are given careful individual attention, necessitating a very large correspondence department, which is in charge of George A. Olson, formerly chemist of the Washington State Agricultural Experiment Station.

In all this it is made very plain that gypsum is not a complete fertilizer, but that it will do certain things under certain crop conditions that could not be done nearly so well by anything else.

The things that the association's experiments have proved that gypsum can accomplish are set forth with great definiteness in the advertising matter. The advertising contains photographs of alfalfa fields showing one part

"treated" with gypsum and the other part without it, the gypsum part being much the larger and better. It is declared that experiments in various States show that after applying 200 pounds of gypsum to the acre in alfalfa fields, the yields have increased from 100 to 500 per cent. Similar results are claimed in other leguminous crops such as clover and rape.

Gypsum is widely advertised also as a preservative of manure. Farmers are told that gypsum, mixed with the manure, transforms the volatile ammonia to non-volatile ammonium sulphate. In other words, it fixes or imprisons the nitrogen, which is its most valuable fertilizing quality.

In reality the campaign at its present stage is largely experimental. Through co-operation with agricultural colleges, experimental stations and county agents the association is conducting co-operative experiments with a large number of prominent farmers, the tests consisting mainly in applying gypsum to clover and alfalfa. The application is made to strips across the fields so that the treated portions will show up clearly between portions that are not treated.

The association has established fellowships in various universities and State agricultural colleges to see that the necessary analyses of soils and crops and treated and untreated portions of fields are made, and to get the full scientific interpretation of the results.

"Our experiments already have shown us enough," says Mr. Macdonald "to give us some definite and clean-cut talking points in our presentation to farmers. As nearly as we can ascertain, the use of gypsum for agricultural purposes began to decline materially about 1850—at just about the time agricultural lime began going out of fashion.

"One cause of this was the use of commercial fertilizer which was introduced by vigorous advertising campaigns. For many years farmers have been told about the virtues of this or that

# CANDY



PHOTOGRAPH BY COURTESY OWEN

(C) VOGUE

THE fact that we have been continuously advertising in Vogue so many years is the best evidence of our regard for it. We were "sold" on Vogue first by an analysis of its mailing list for known cities and suburbs. Our observation during these years has convinced us that Vogue enjoys the confidence of its readers to a very unusual degree, and that it passes from hand to hand.

Our experience with Vogue led us to add Vanity Fair to our list, and lately we have added House & Garden. Your readers are the kind of folks that appreciate Whitman quality.

(Signed) Stephen F. Whitman & Son

# VOGUE

as a fertilizer but nothing about gypsum. You can hunt a long while before you will find such an illuminating example of the benefits of advertising and of the folly of not advertising. Gypsum, with its large content of calcium and sulphur, has two of the most essential chemical elements for the nutrition of plants. Yet only comparatively few of the farmers of the country knew it, because its producers did not tell them.

"Combined with the failure to advertise gypsum as a fertilizer came the developing use of it as a building material. This seemed to the producers to be the most logical outlet and this is the one they worked. Our members will continue of course pushing gypsum as a building material but will give due attention to going after their neglected opportunities in the agricultural field."

From reactions, in the form of correspondence and otherwise, received from this kind of printed matter the association concludes that the farmer as a class is not going to buy merchandise just because somebody tells him it is what he needs. He insists on knowing why. Furthermore, he usually is capable of understanding the why, even if the reasons be scientific. All he wants is to have the abstruse parts translated into everyday English.

In a broad way the selling efforts back of the association's educational campaign may be said to be confined largely to sampling. Instead of trying to force large quantities of gypsum upon the inquiring farmer the association advises that he purchase a small quantity, say, a hundred pounds or so, for experimental purposes. He is advised to apply it to certain portions of an alfalfa field, for instance, and see for himself just what it can do. It is suggested that he try it on a couple of rows of cabbage and tomatoes in his wife's garden. The association very much prefers that he use the gypsum this way for the first time. If he would apply it to his entire alfalfa acreage he would not have the object lesson as to its powers that is supplied him by the con-

trast made possible by the other method.

The Gypsum Industries Association, which is financed by a contribution of a certain sum for each ton produced by its members, goes to the absolute limit to see that competition among its members is just as keen as would be the case if there were no association. The name of every farmer or gardener corresponding with the educational department or sending for literature is bulletined to all the members. Everybody in the association knows the prospect is in the market for gypsum. If he lives on the Pacific Coast or in Maine a company in Chicago is privileged to go after the business if it so desires. There is not the slightest effort made to route names of prospects so they may reach producers in certain districts only. The association does not follow up an inquiry to the point of making a sale. A farmer can come back as many times as he likes and the educational department will correspond with him indefinitely. But when it comes to selling, the association is through. The farmer usually is advised to buy a small amount of gypsum for experimental purposes and is given the names of all the manufacturers in the association. He takes his choice without the least influence being exerted.

The main use for gypsum is of course in the calcined form. Gypsum plasters and manufactured products are used for building purposes everywhere. And this market, naturally, is being developed and strengthened by the association in every way possible. An engineering department is maintained for service to architects, contractors and engineers. But that is another story.

### New Design for Special Delivery Stamp

The Post Office Department has brought the special delivery stamp up to date with a new design more in keeping with the progress of the service. In the new design the bicycle has been discarded and the special delivery boy will be shown riding a motorcycle. The motorcycle represents more prompt and efficient service.



*Photograph of Lady Duff Gordon by Victor George*

THE work of the Foreign Staff of Harper's Bazar, centering at our office, 2 rue de la Paix, Paris, is supplemented not only by Baron de Meyer, but also by the fashion correspondence of Lady Duff Gordon. Harper's Bazar is the only magazine to carry these articles by Lady Duff Gordon summarizing and analyzing the French mode.

# Harper's Bazar

July 13, 1922

**Big Yank**  
WORK SHIRT

**Bigger Cut!**  
**Better Fabrics!**  
**Greater Value!**

This is a time to watch quality when you buy work shirts. You can't judge by the price alone—look carefully into the fabrics used, then into the stitching and lining. Do you like the "Big Yank" "willow-branch" style today's latest in work shirt values. For the "threshold" in custom shirts, ask your dealer for "Black Beauty" shirts.

RELIANCE MANUFACTURING COMPANY  
212 WEST MONROE STREET  
CHICAGO, ILLINOIS

**Black Beauty**  
SATEEN SHIRT

**The "Thorobred" Work Shirt**

large body and sleeves; white panel between

Black Beauty is the "Thorobred" in among custom shirts. It is a "thoroughbred" cloth, that is to say, good stuff. If you can't get it, write us.

MAUFACTURING COMPANY  
MONROE STREET  
ILLINOIS

**BIG YANK**  
WORK SHIRT

Where the ordinary work shirt has a little cloth here and there, the "Big Yank" has it all. The fabric is longer, denser, warmer, stronger, gives better wear. Tell your dealer to show you "Big Yank" shirts. If you can't get it, write us.

**Bigger Cut! Bigger Value!**

These are just a few reasons why so many men want "Big Yank" shirts. The more we make on quality of these shirts, the more we have to give you for the dollar. Larger cut, better tailoring—bigger value.

RELIANCE MANUFACTURING COMPANY  
212 WEST MONROE STREET  
CHICAGO, ILLINOIS

Three advertisements  
of a series now run-  
ning in THE FARM  
JOURNAL.



## *A "Lead" from a Leader*

No manufacturer has a better conception of farm market buying power than the Reliance Manufacturing Company—for it is here that a great proportion of their immense annual production of 15,000,000 work shirts is sold.

Three years ago when the Reliance "Big Yank" and "Black Beauty" brands of work shirts were introduced into this market the sales amounted to less than 1,500,000 garments per year. Today this field absorbs nearly 6,000,000 of these garments!

A consistent and vigorous farm merchandise campaign is an indispensable part of the development of this market by Reliance and it is only logical that space in *The Farm Journal* is used as the backbone of their plans.

# The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO



# MORE THAN 100 CARS A DAY

*Oklahoma Market Absorbed 3,000  
Automobiles During Month of May*

THREE thousand one hundred and sixty-one automobiles were registered by the Oklahoma Highway Department during May. According to this authority more than 3,000 of these cars were new.

Of this number, 2,325 went to smaller towns and rural communities. Only 836 were registered in Oklahoma and Tulsa Counties.

Many dealers have orders ten days to a month ahead. And the buying season in the farm market is just getting well under way as wheat harvest ends.

Surely this is convincing proof that the Oklahoma farm market is active. You, too, can sell your product to Farmer-Oklahomans by advertising in their favorite farm paper.

**Greatest Coverage  
Most Advertising  
Lowest Rate**

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Making Technique Take the Place of Color

Not Always Possible to Use Process Plates and the Natural Tints of the Product, and Strategy Is Required to Make Up for the Deficiency

By a Commercial Art Manager

WHILE full-color pages have become quite the order of the day and while their intensive value is not denied, it is not always possible to employ color throughout a campaign. The cost may influence it, for one thing. Then again, while a beautiful original, painted in oil or water color, might serve as the backbone of a month's advertising schedule, there are some publications in which color is never used. Black and white is the sole medium of expression and those gorgeous canvases must be interpreted in wash or in pen and ink, crayon or some equally simple medium from the plate maker's and printer's standpoint.

There are many disappointments here. To make a replica of a color page for black and white reproduction is not so easy as it may seem. There are many failures. The jump is so pronounced that advertiser and public alike are somewhat shocked.

It is the desire of many advertisers, where such a scheme is at all possible, to produce, each month, one striking illustration and adopt it for all mediums, sometimes with changes of copy. A certain list will carry this picture, in full color, exactly as painted. Another list will not carry the color. Then there may be a third class of publications requiring even less refinement of technique and engraving and where even black-and-white half-tones are absolutely barred, because of printing conditions.

Here is a technical problem that many national advertisers are now facing. They dislike to see a fine original suffer when reduced to terms of mere black and white.

The latest recourse is less obvious than might appear. The advertiser is making sheer novelty

or beauty of technique take the place of color.

In other words, the eye becomes so interested in the manner of expressing the idea, that it does not miss the color. It is a fact that pen-and-ink artists have attained such degrees of technical skill, by elaborating upon a style peculiar to themselves, that their fame matches that of the most celebrated painter.

When technique, in black and white, reaches a certain degree of rare or unusual excellence, it is sufficiently interesting of itself to make up for loss of pigments.

There have been instances where line-plate illustrations have attracted far more attention than full-color rivals, and have been widely discussed and praised in art circles. In the meanwhile the average consumer is not blind to their charms.

## HOW HEINZ ACCOMPLISHED THE NEARLY IMPOSSIBLE

It is well to mention one of these—a detailed pen and ink made from an original in color, for the Heinz products.

Here was a case where, in certain publications, black and white alone could be employed, while in others, color was the rule. The Heinz account is one that almost demands color. The products and the appetite appeal pleads for it.

This page, done in distinctive, elusive pastel-like shades, pictured a bowl, overflowing with fruits and vegetables—the materials from which most of the Heinz goods are made. The color painting was unique; nothing quite like it, in its own field or in any other, had previously appeared. An artist had been found who did not imitate others. His methods were peculiarly his own.

Now this was not easy in color,

with such very fine competition, but it was ten times as difficult when the advertiser faced the problem of a reproduction of exactly the same subject, detail for detail, in black and white, for other publications.

This seemingly impossible task was accomplished. A reproduc-

goods, a page in black and white that is a color painting done in pen and ink. This is a bold statement to make and one that may appear incongruous.

The design shows a composite pose of a basket filled with many kinds of yarns, silks, cottons, a catalogue page, an example of knit work, ornamental, complicated.

This page deserved color. If one were asked if it could be properly expressed without color, the answer would most certainly be a positive "no."

But the advertising could not wait.

The result has been a page that measures up to the exacting standards of the other example described, and in some respects it deserves even greater praise, because there are more problems to meet.

It is difficult to visualize, in black and white, yarns, silks and cottons that are beautifully, vividly colored, in their natural state. To women the reproductions of these colors would normally comprise a share of the selling

For fifty-five years we have been making Art Needlework products of the highest possible quality. These include the beautiful Best Bond Yarns, as well as Glanzilla—Brighter than Silk—for all colored embroidery, Bucilla Cottons (a perfect thread for every purpose) and the new and unique Mystery Package Quilts. Today these are the first choice of discriminating buyers.

For these fine goods, Vol. 20 includes Heinz's new catalog, and Vol. 40 gives the latest news in the field of embroidery and other sport patterns.

Bernhard Ullmann Company, Inc.  
107 Canal Street  
"Everything for Art Needlework"  
New York

Send for this new  
Heinz's  
Catalogue—  
"Everything for  
Art Needlework".

PEN-AND-INK DRAWING TO ILLUSTRATE COLORED YARNS

tion of the theme was obtained in pen and ink and the technique was so different that people forgave its absence of color, where color was so obviously a part of the idea, a part of the salesmanship of the idea.

For a great many years to come, we believe, that wonderful Heinz page will be remembered, talked about, commented upon, even by those who are not artists and who are not popularly supposed to understand the mechanics of advertising.

There has just appeared for The Bernhard Ullmann Company, manufacturer of art needlework

very large share of the selling appeal.

But a strange thing takes place in this intricate, skilful pen-and-ink drawing. You forget to ask for colors in your admiration of the manner of the reproduction. Lines so fine that they can scarcely be seen without the aid of a magnifying glass challenge the imagination as to how human hand and a mere pen with some black ink could possibly make the original.

Perhaps the cleverness shown in making the intricate design, the wonderful patience required, the departure from past conventions

# *Effective* Merchandising

No amount of conversation and stage-setting can take the place of the result-producing cooperation that is rendered every day by the Chicago Evening American.

**CHICAGO EVENING AMERICAN**  
EVENING

Daily average circulation (A. B. C.) 415,056 — the largest evening newspaper circulation in Chicago

of pen-and-ink work, have as much to do as anything else with the eye interest. But one point is certain: you never once ask for color, or question why it is not there. Some element close to magic is holding you.

A Premier Salad Dressing design has just been used that accomplishes much the same thing, photographically and by plate manipulation.

The product advertised is one that would seem to demand a certain amount of color, and this is emphasized by a composition showing a table, daintily set with appropriate accessories. This scene is sharply enclosed and a background visualizes the home in which the feast is supposed to be spread.

This background, a photograph, has been dimmed down, with the aid of mechanical tricks, to less than half its original strength, and is misty, a phantom panorama. The table illustration is also a photograph, but full strength, with plenty of contrasts.

This jump from one medium to another, from one tone to another, attracts the eye, provides a rather perplexing contrast, and assists in disguising the fact that a subject needful of color has been presented to you in black and white.

Pen technique seems to be the most successful, however, in answering the demand for color. There are more opportunities with it to win favor and interest through the cleverness of the artist and his new techniques.

But other mediums are sometimes very effective, such as crayon, charcoal, dry brush and pencil, when the plates are made with unusual care and whites cut out where needed.

However, the rock-bottom secret of the black and white that rises above absence of color is the novelty technique, the arresting cleverness in execution, the originality of the artist's conception.

Where the illustration is a study of any kind of food, the requirements become doubly difficult and exacting, for color is an important part of the appetite appeal. Even this problem is being gradually

solved. Advertisers have so often been confronted with it through their need for newspaper illustrations for elaborate campaigns in which the showing of food is absolutely necessary.

We may look for some very remarkable elements in the line-plate, the black-and-white illustrative creation of the future. Advertisers will be compelled to use color sparingly and sometimes not at all. The need for the interpretation of a color original in black and white is constantly recurrent.

Nothing could be better for the improvement, the growth, the broadening out of line drawings. We will be compelled to make each successive campaign a little better than the one that preceded it.

### Will Advertise Ankle Corset

The Ank-L-Korset Co., Springfield, Mo., has placed its advertising in the hands of the Ferry-Hanly Advertising Co., Inc., Kansas City, Mo., for promoting the sale of its device for reducing the ankles.

The Ferry-Hanly agency has also obtained the account of the Carthage Bed Spring Manufacturing Co., of Carthage, Mo., for which a sectional campaign is planned.

### Dasco Spring Covers to Be Advertised

The Dasco Spring Cover Company, Inc., Allston, Mass., has under way plans for a national campaign to advertise Dasco Spring Covers. The account has been placed with the Wood, Putnam & Wood Company, Boston.

### With R. E. Sandmeyer & Co.

R. E. Sandmeyer & Company, Chicago advertising agency, have added to their staff H. F. La Voie, formerly sales manager of the Hydro-United Tire Company, Pottsville, Pa., and lately with the Bellamy-Neff Advertising Agency, Chicago.

### Tampa, Fla., Paper Appoints Representative

*The Sunday Citizen*, Tampa, Fla., and *The Disabled American War Veterans Weekly*, Cincinnati, have appointed as national representatives the Thomas F. Clark Co., New York.

*The Electrical Workers Journal*, Washington, D. C., has appointed Koch's List of Railroad Magazines, Chicago and New York, as its representative in the advertising field.



Of the 114 national food and grocery specialty advertisers who are cultivating the Northwest market this year, 101 are using The Journal and 45 of them using it exclusively. Free from all internal patent medicine advertising The Journal has always been recognized as the logical food medium.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

# Checking up



Palmolive—with a direct check on the pulling power of the various Chicago Newspapers—has, for the last two and a half years, exhibited a decided preference for the **HERALD AND EXAMINER**.

..... a preference best evidenced by the Palmolive lineage record.

## Chicago Herald

NEW YORK: 501 Fifth Avenue  
SAN FRANCISCO: Monadnock Bldg.

# ...in Chicago

## *Palmolive Lineage* in the **HERALD AND EXAMINER**

1920 . . . 10,502 lines\*

1921 . . . 10,666 lines\*

1922 [First Six Months] 18,272 lines\*

【★ More lineage by far than  
any other Chicago newspaper】

# and Examiner



## Del Monte Advertises Frozen Fruits for Summer

**A**N excellent example of adding a new and timely idea to speed summer sales is seen in recent advertising of the California Packing Corporation. Almost any housekeeper can testify as to the sales resistance the canned fruit manufacturer faces during the course of the development of his business. "Canned fruit is not nearly so good for you as fresh fruit. They wouldn't really keep so well as they were advertised to do." These and other objections were successively met and overcome by the pioneers in the field.

At first a luxury, better merchandising and distribution and consistent advertising have made canned fruit an important feature in many households. And yet, even now, when the warm weather approaches and fresh fruit comes in season, the canned fruit manufacturer is up against a definite seasonal slowing up in his natural demand. In order to kill off part of this annual occurrence the California Packing Corporation, packer of Del Monte products, suggests a new use to the consumer of its products. The idea suggested is a logical one, but one well planned to make more sales in an off season. Under the heading of "A Big New Summer Idea" it has suggested in full-page advertising that "luscious fruits frozen in their own syrup make fitting and cooling dainty summer desserts or salads." Then a careful explanation is included, showing how to prepare the delicacy.

The copy says: "Simply place a can of Del Monte Fruit—peaches, grated pineapple, pears, apricots, blackberries, raspberries or strawberries unopened in a bucket of ice and salt. Leave for three hours and then turn out one of the finest frozen-fruit delicacies you have ever tasted. Whatever the variety, it's refreshingly delicious—sliced as a dessert, cut in tubes in sherbet glasses, or sliced on lettuce with mayonnaise, as a novel frozen salad."

In order that Del Monte may get the credit for this new use, the advertisement says: "Of course this is a distinctively Del Monte recommendation. As you know there are different grades of canned fruits on the market—each with a different quality of fruit and a different richness of the syrup in which the fruit is packed. But Del Monte quality is always the same, a definite, dependable standard. The fruit always has the same perfection, the syrup is always rich enough to freeze perfectly, and, more important, to taste right for a dessert without sweetening, just as it comes frozen from the can."

In addition to the large illustration showing the product ready for eating and in its original can, three smaller inserts are used giving detailed directions.

## Present Chicago Legion Post with Colors and Gavel

More than 700 Chicago advertising men and women attended the presentation of colors to Advertising Men's Post No. 38 of the American Legion at the Morrison Hotel, Chicago, July 6. Every advertising organization in Chicago was represented and heard Col. Hanford MacNider, National Commander of the Legion, tell the members of the advertising post of the important part which they could play as advertising men in shaping the progress of the nation.

National colors were presented to the advertising post by the Chicago branch of the American Association of Advertising Agencies and the Advertising Council of the Chicago Association of Commerce. The Agate Club, Chicago's oldest advertising organization, gave the post standard and the Newspaper Representatives Association of Chicago presented a gavel. Jessie F. Mattoon, of the Mattoon-Fogarty-Jordan Co., Chicago advertising agency, representing all of these organizations, made the presentation speech.

Col. Gen. George Bell, Jr., commanding the Sixth Corp area, United States Army, told the advertising men and women present that the country is now in the same state of unpreparedness as in 1917. "The nation has filled its pockets with money," said General Bell, "and now it has discharged its police force. We are the bankers of the world and Russia and Germany look to us to pay their war bills."

Col. Horatio B. Hackett, commander of Advertising Post No. 38, accepted the colors, standard and gavel for the Post. He announced that the post membership is more than 500, making it the largest advertising post in the country.

may use, "Of Del you of each fruit the ed. says able has is er- to out cen

ra-  
dy  
an,  
iv-

1

is-  
he  
ng  
an  
go,  
on  
ord  
m-  
rs  
nt  
is-  
of

THE  
TECH-  
NIQUE  
OF  
"S  
E  
C  
T  
U  
R  
E  
D  
E  
C  
O  
N  
S  
U  
L  
T  
A  
N  
C  
E  
11

1-  
s  
h  
w  
s  
s  
t  
m

July

# *A place in the Sun*

HERE is an institution that has grown steadily in strength, in size, in revenue, during the period of gloom and so-called depression between July 1920 and July 1922. Furthermore it is an agricultural institution depending for its success upon the farmer.

This business has gone ahead when many others were going back. Is greater proof of business vitality needed? Does not such a record indicate a living, powerful, unbeatable business force?



## *Now it goes on to Greater Things*

**T**HERE has never been a time during the worst of the recent slump when **FARM LIFE** was not selling goods at satisfactory costs for advertisers. That is why it has grown steadily.

Now those difficult conditions are things of the past. For months those farmers who have depended on pork and live stock have been out of every trace of red ink and making money again.

Beginning with this year's harvests farmers of every description will be prosperous again. Their costs allow a satisfactory profit at the prevailing prices for their products.

They are going to have more money to spend than they have had for a long time. Already general business is feeling the impulse to better things that comes from this condition.



## *Ride with Farm Life to Greater Success*

**I**F FARM LIFE's vitality was sufficient to overcome the worst of the bad conditions, what will it be able to do now that conditions are to be really good again?

If it sold at satisfactory costs a year ago, what will it do for its advertisers now?

There is only one thing for the wise advertiser who sells in the farm field to do. Come in to FARM LIFE and find out what it can do for you.

Don't judge farm papers by what they were two or three years ago. Changes have been too fast and too important to make that course safe.

Judge FARM LIFE by its performance. Ask the advertisers who already know. Put your money where it will bring the greatest return.



# Farm Life sells everything

FARM LIFE is a preferred advertising medium for all those who sell to people in comfortable circumstances everywhere. It sells motor cars, phonographs, toilet articles, prepared foods and soaps. Such advertisers should give it a place near the top of their magazine lists.

It is an indispensable medium for the advertiser who has something to sell for strictly agricultural use. Implements, seeds, fertilizers, lighting plants, water systems. The average cost per sale entitles FARM LIFE to a place at the very top of such advertising lists.

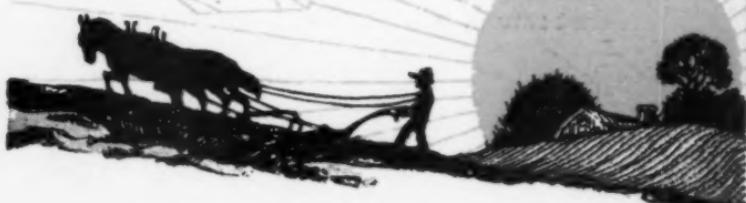
*We have a great mass of analyzed detail concerning the farm market, and the force and distribution of Farm Life's circulation. You should have this information before making up any list of media. Write today.*

THE FARM LIFE PUBLISHING CO.

*Advertising Representative*

THE JAMES M. RIDDLE COMPANY

NEW YORK CHICAGO CLEVELAND ST. LOUIS ATLANTA  
KANSAS CITY SAN FRANCISCO



SPENCER, IND.  
**Farm Life**





# What the Rubber Man Thinks of the Flapper

How Fads Boost Sales and Sometimes Permanently Influence the Product's Design

By James H. Collins

**L**AST winter the flapper stopped buckling her galoshes and let the tops flop like the boots of the "Three Musketeers." She fired a shot heard from coast to coast, bringing the galosh into national prominence—the cartoonists loved her. Incidentally, she also made a profound criticism upon galosh design.

Why should rubber footwear always be black, funereal, ugly? The rubber industry now has an unlimited range of color at its command. It makes hot-water bags, toy balloons and teething rings bright and attractive. It has even made automobile tires beautiful. But it has neglected the human tire, for some reason. In color and lines, rubber footwear justifies the married cynic's advice to the young man who wasn't certain that he really loved the girl: "There is a sure way to tell, my boy—look at her feet when she's wearing galoshes!"

"Why shouldn't the flapper have galoshes to match her gowns?" the writer has been asking rubber men. "They say she leaves her galoshes open because they are more flexible and comfortable that way, and that she got the idea from Douglas Fairbanks' picturization of 'D'Artagnan.' Why shouldn't she have galoshes with loose ornamental tops? Is your industry going to take her hint and give her pretty designs?"

The rubber men have been watching the flapper and her galoshes with professional as well as human interest.

"You're wrong about Douglas Fairbanks starting this fad," they say. "For it began two winters ago among college girls before 'The Three Musketeers' was filmed. In going about the campus on short trips between

dormitories and class rooms, the girls slipped on galoshes without buckling them, and slipped them off again, for convenience. Last winter college girls began doing this in New York. Mamie and Sadie quickly took up the idea, and so did the cartoonists. If the cartoonists and newspaper writers don't kill the fad—we're afraid they will—it may have a lasting effect upon galosh design.

"Rather strangely, another fad of the same kind has attracted no attention at all outside of St. Paul and Minneapolis, where it originated. The girls there have been wearing regular rubber boots, with the tops turned down in cuffs. It is said that a shoe dealer with a slow-moving stock of rubber boots started the craze—his daughter wore a pair, and in a few days the thing spread all over town, but which town we dare not say, for both cities claim its origin."

## MUST WORK AGAINST SIMPLIFICATION DEMAND

The flapper's galoshes go right down to the very foundation of the rubber footwear industry. If that interesting young lady wants new patterns and colors in galoshes, she will have to develop real demand. Otherwise the industry will go right on making its black, conservative, standardized models. For standardized models are the basis of the rubber footwear industry—models that sell one season as well as another, to the same extent in every part of the country where such footwear is worn. The same models, and as few of them as possible, is the rubber man's ideal. For standardization keeps his factories running steadily through the year, cuts overhead and labor cost, simplifies his merchandising prob-

lems, and enables him to give the greatest value to the public.

"If you can suggest anything in rubber footwear that we haven't made at some time or other," said one executive, "I'd like to hear about it. If we haven't made it, our competitors have. Some years ago there was an estimable lady, the wife of a company official, who suffered from cold feet, and wore rubbers in the house. We made up dozens of fancy effects for her. If she got a blue, or a red or a mauve gown, we made blue, red or mauve rubbers to match. We made rubbers with tops of velvet, watered silk and other fabrics, and even engraved designs. We do quite a lot of this special work for our friends, because it is interesting in itself, and sometimes develops useful ideas.

"Suppose you were going fishing, and asked me what kind of rubber boot you ought to have. Instead of picking out a particular style from our stock, we'd probably make you something special. The sole would be very thick, so pebbles wouldn't hurt your feet when you went into a trout brook. The shank would be very thick, too, for protection against snags. But from the shank up, we'd make that boot lighter and lighter until it would be practically gossamer at the waist. Nothing out of our regular stock would be as light and comfortable, and you'd come home delighted.

"Every man who saw my boots wanted a pair," you'd say. "Why don't you make that kind of fishing boot for the public?"

"But making rubber footwear and merchandising it are two different things. If we showed the retailer such a novelty, he'd cautiously order a half dozen pairs, if he took it up at all. Sales over the country would probably not aggregate 5,000 pairs and that is an infinitesimal item in the millions of pairs of standard goods that we sell every year. The retailer might not find a half dozen customers to take them off his hands. If he did, there would almost cer-

tainly be trouble for him and for us. That special fishing boot isn't a 'one hoss shay.' That is, it won't wear out evenly. The light top would go, and the heavy bottom be practically new, and the purchaser who was delighted with it at first would think he had been swindled."

#### MANUFACTURERS SHOW A UNITED FRONT

Fashion has its influence on rubber footwear design, but manufacturers will not allow it to interfere with standardization. If they followed every whim of fashion, they reason, their product would soon be in the same plight as leather footwear. Leather shoes are made by thousands of manufacturers, some of them with small output, and others specializing in certain lines, such as women's shoes. In competition with each other, they are constantly seeking novelties to stimulate sales. Naturally, they make novelties that are not taken up by the public, so there is a very definite volume of leather footwear to be closed out at a loss to both manufacturer and retailer. Rubber footwear, on the other hand, is manufactured by large concerns that make a complete line for men, women and children. Held down to the most rigid standardization, this line is large enough—too large. For where leather footwear starts with pumps, the rubber line begins with skeleton "invisibles" that barely cling to the soles of one's shoes, and where leather shoes stop a few inches above the ankle, rubber goes right on up to the waist. With every kind of model for men, women and children in different sizes, even a closely standardized line is so large that one sample of everything made by a big rubber footwear company would fill a warehouse.

Standardization means economy to the public—giving people the greatest value for a dollar. And it is value that sells rubber footwear, not striking designs, for the rubber men frankly admit that nobody really likes their product.

922  
for  
sn't  
on't  
top  
om  
ur-  
it  
een  
ED  
on  
an-  
in-  
If  
ct  
ght  
es  
nua-  
thi  
al-  
ro-  
thi  
tly  
te  
el-  
he  
ite  
be  
uer  
is  
ns  
or  
ld  
d-  
t-  
b-  
n-  
re  
es  
nt  
try  
n-  
s,  
is  
r-  
t-  
-  
y  
e  
d  
-  
e  
t.

# Buyers



“I should like your advice on a car I am to buy soon. I don’t want a car for speed—reliability is first consideration as I use the car to drive to and from work.”

We estimate that Cosmopolitan's Motoring Service Department has recommended to readers the purchase of over \$100,000 worth of cars.

# Cosmopolitan

W. S. BIRD

*Eastern Sales Manager*

A. C. G. HAMMESFAHR

*Business Manager*

J. J. BARNETT

*Western Sales Manager*

People will not wear rubbers or galoshes if they can get along without them. They will not buy until they are forced to, at the last moment. To keep factories running steadily, goods are made up nearly a year ahead. The salesman goes to the retailer in January, shows his line, and takes orders for the rubbers and galoshes that people will be compelled to buy in the first slushy days next winter. This winter the flapper advertises galoshes by a cute way of wearing them. The rubber men might make up fancy galoshes with wide ornamental tops, expecting that the flapper will adopt them next winter. But the retailer would order them cautiously. Actual purchases for future delivery might not run to 10,000 pairs over the whole country. Next winter, the flapper may be doing something just as cute with her stockings or her hat, and the novelty would be ignored. If the flapper adopted it, manufacturers could not fill the orders that would suddenly pour in upon them.

A very large proportion of rubber footwear is sold to people who need it in their work—miners, fishermen, farmers and so forth. These customers buy value with the greatest shrewdness, getting as much as possible for a dollar. Yet oddly, they are as whimsical as the flapper in following fashions. The New York flapper puts on a pair of unbuckled galoshes and scuffs up Fifth Avenue in the sight of all the world. The Pennsylvania coal miner puts on a pair of rubber boots and goes down into a dark, dirty hole in the ground, where nobody sees him but a few other miners and the mine mules. But he demands boots of milk white rubber! Once he wore a standard black boot. Then his taste switched to red. Now he must have pure white. As nearly as this whim can be gauged, miners in that section of the country believe that white rubber is the best quality so even fashion in such goods is linked to the idea of value. The Northwestern lumberman is just as finicky

about his rubber boots, thinking that dull red rubber wears best. The fisherman will have neither white nor red boots—his taste is for black with a dash of bright red somewhere, usually red soles.

So the flapper, seeking the pretty and the picturesque, is pitting her whim against the basic principle behind the most successful American manufacturing. If she can hold the thought long enough, her unbuckled galoshes may affect the rubber man's line. If she can't that basic principle will be too strong for her—for it is the principle of quantity production.

### Los Angeles Club Elects Officers

At the annual election of the Advertising Club of Los Angeles, Arthur M. Loomis, Loomis, Dow & Company, was elected president; A. Carman Smith, Smith & Ferris, first vice-president; Ross Welch, J. W. Robinson Company, second vice-president; H. J. Stonier, University of California, secretary treasurer, and Ray E. Nimmo, James G. Sprecher, and Elliott C. Hensel, directors.

### Leaves Arkansas Bank to Join Harvey Blodgett

Miss Minnie A. Buzbee, manager of the advertising and new business departments of the American Bank of Commerce and Trust Company, Little Rock, Ark., has resigned to join the Harvey Blodgett Company, St. Paul, Minn., advertising agency, as manager of its New York office. She will take up her duties in New York in the latter part of August.

### William de Shetley Joins Harris Agency

William de Shetley, founder of the De Shetley Foreign Service, has joined the foreign department of the Harris Advertising Company, New York, in an executive capacity. He was formerly with the Horlick's Malted Milk Company and was at one time manager of the National Association of Retail Druggists.

### Lace Indigo Blue to Be Advertised

Diamond, McDonald & Co., Philadelphia, manufacturers of Lace Indigo Blue, have appointed the Herbert M. Morris Agency, Inc., also of Philadelphia, to handle their advertising. The campaign will cover New England and certain points in the South.



## Do you want to See Building Activity?

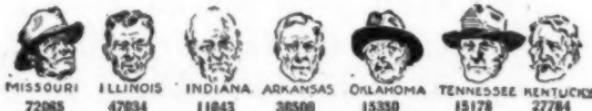
**G**ET out through the states in the St. Louis territory. . . . Notice the new buildings—homes, barns, outhouses. Notice the additions to older buildings. The time has come . . . Building is being revived. It's a steady thing now, and it's back to normal, or better.

It means an expanded and expanding market. It's a market for all lines of building materials—roofing, paint, interior trim, hardware, masonry.

The people can pay. They are ready. They are buying now. Tell them your message through their own publication.

### Active Now

The market for building materials is a busy one in this district today.



Twice-A-Week

St. Louis

# Globe-Democrat

*The Farmer's Newspaper*

Besides the advantage of dominant circulation (256,000 an issue—500,000 a week) Twice-A-Week Globe-Democrat advertisers enjoy the sales-aid of TEAM-WORK.

Here's the solution of your merchandising problems—a REAL solution. Write or phone for the explanatory booklet "Making a Better Merchandiser of Your Small-Town Merchant." No charge. No obligation. Number of copies is limited.



## ***Another step forward—and a remarkable value***

Beginning with the August issue, *Farm and Home* will carry each month a four-page insert, printed on the same stock as the covers—and with the same high-grade flat-bed press work.

Two of these pages will be used for editorial matter and the other two are available for advertising.

At the rates here announced these insert pages will be recognized as a remarkably good buy for advertisers who realize the value of color and of good printing—probably the best buy in the farm field.

As shown by the rate card, the black-and-white, run-of-paper rate for pages in *Farm and Home* is \$2,200—in itself an excellent value.

The rates on the inserts will be as follows:

*Single Pages:*

\$2400 for one or two colors.  
\$3000 for three or four colors.

*Double Page Spreads:*

\$4800 for one or two colors.  
\$6000 for three or four colors.

*Contracts will not be accepted at the above rates to run beyond the issue of May, 1923.*

Either on these inserts or on its covers, *Farm and Home* can use exactly the same plates as are made up for any campaign which includes *Ladies' Home Journal*, *Woman's Home Companion*, *Delineator* or any other magazines of the same page size. The addition of these inserts completes a color service which is unique among farm papers.

*Ask for the 32-page color dummy showing the quality of work offered to advertisers by Farm and Home.*

# FARM AND HOME

*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager  
SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

---

## Erie, Pa. is a Typical City for Test Campaigns

1. Population (100,000) large enough to be both profitable and representative; small enough to eliminate excessive selling costs.
2. Typical American manufacturing city; manufactures so diversified as to insure a more than ordinary industrial stability.
3. Easily merchandised from Buffalo, Cleveland and Pittsburgh. Within normal selling zones of salesmen traveling New York, Ohio, Pennsylvania.
4. Advertising cost cut to minimum because only one paper is needed for complete coverage. The Erie Daily Times, an evening paper, reaches practically everybody; its city circulation frequently exceeds the number of homes. Check A. B. C. circulation figures against census for confirmation.

### Erie Daily Times

A. B. C. Member      Evenings Except Sunday

Representatives:

**E. Katz Special Advertising Agency**

Established 1888

New York    Chicago    Atlanta    Kansas City    San Francisco

---

# How Mennen Gets Contact with Users of His Product

The Friendly Letters of "Aunt Belle" Give the Personal Touch That Is Difficult for Large Companies to Get with the Final Buyers

By James True

THE successful small manufacturer with only a local demand has at least one advantage over the business that is national or international in its scope. He is enabled to keep in close touch with many of the consumers or users of his products. He enjoys the advantage of a pride in local industries and a sort of friendliness that is the result of his standing in the community. This condition is reflected in the solidity of the demand for his merchandise, and many a manufacturer whose business has grown large from a small beginning has realized the loss of this aid to his early success and has attempted to recreate and extend it in order that its influence may better his greater volume of business.

Attempts of this kind have injected an intimate note into the copy of many advertising campaigns; they have produced booklets with a confidential heart-to-heart appeal, and catalogues which express every possible attractive element of personality. These have produced results that are satisfactory in varying degree; but undoubtedly the most productive method of establishing a friendly attitude on the part of readers that makes constant users of the purchasers of a product is the presentation, in a pleasing form, of information and facts that are helpful or profitable to the consumer, and in some way related to the product.

A conspicuously successful method of this kind has resulted in "Aunt Belle's Baby Book," which is published by The Mennen Company, Newark, N. J. The book, written in a direct, simple style and in the form of letters, is really a treatise on the care of babies. The company's first

advertisement announcing it was published early last year in a group of women's magazines, and offered to send a copy to any address on receipt of twenty-five cents. Within sixteen months, with the aid of additional advertising, the book has become an influence for the proper care and scientific feeding of infants in more than 100,000 homes.

William G. Mennen, president of The Mennen Company, has stated that the Baby Book was published primarily to place the company in closer touch with its final customers. And in all of the advertising copy featuring it, as well as in the book itself, the company apparently has applied all of the personal and intimate appeals that have proved successful in the merchandising of publications of a similar nature.

#### WHAT A BABY BOOK MUST ACCOMPLISH

"The book is not the work of any one person," Mr. Mennen said recently. "It is the result of the development of an idea. During the last six or seven years we have prepared several baby books; but they were never published because their substance, while valuable, was not attractive in form. One of these was quite pretentious, and in it we quoted from hundreds of the most authoritative books on the subject; but after the work was completed we decided that it was too technical to be readily understood by the average mother, and it was interesting in neither form nor style.

"However, we were all convinced that a baby book would be a good thing; but it must be a baby book first and an appeal for Mennen's second. Just how to handle the matter was a grave problem, but after many confer-

ences we called in a well-known physician, a baby specialist with a large hospital practise, for a fuller discussion of the subject. And we finally concluded that in as much as 'Aunt Belle' with her 'comfort column' was enlisting the confidence of so many young mothers, it would be well to make it her baby book and prepare the material in letter form, giving the information and advice in a motherly tone and in about the same way in which we answered all 'Aunt Belle' inquiries. Our physician caught the spirit of the plan, and the book was prepared accordingly."

For some time previous to the publication of the book the advertisements for Mennen's products for babies were written in the form of letters of advice to mothers, and signed "Aunt Belle." Innumerable inquiries from mothers and prospective mothers, asking all manner of questions regarding the care of infants, were the result.

"After a careful study of many of the letters we received," Mr. Mennen continued, "we concluded that the book would be successful only as a sincere attempt to educate mothers in the proper care of their babies. So, in a pleasing, convincing form, it presents all of the information possible to state regarding the health and comfort of infants, and it mentions our own products only when necessary, and briefly, as

we mention many other articles.

"The book is a success because it is of practical value to young and prospective mothers, and because we have made it known through advertising. Primarily, the book is not an advertisement.

It is just what we call it—a Baby Book. With the exception of the last few pages, which frankly display our products, the book mentions our goods only incidentally, as it does other manufacturers' products which the writer of it thought best for the various purposes discussed."

Mr. Mennen then called attention to a recent advertisement of the book which clearly states the motive behind it. This advertisement, illustrating two Mennen products and the book, asks this question with its headlines:

"How can we sell this wonderful Baby Book for only twenty-five cents?" And it presents the answer with the text, "For two reasons: We are sure that every mother who brings up her baby in accordance with its practical, scientific advice will be a good friend of ours all her life.

Friendship is the best investment we know.

"But the book is also an expression of our gratitude to babies. Babies have been good customers of ours for nearly a half century."

Following paragraphs dwell on the value of Mennen's Borated Talcum and Kora-Konia, and the

## Aunt Belle's Comfort Letters

### I'd Like to Nail This Sign in Every Nursery

Mothers—please be regular. Baby's tiny anatomy should keep time like a watch. If it is fed at any convenient hour, however, it will be satisfied, and allowed to sleep as wake as regular hours.

It is well to have a bodily disengaged little anatomy to care for.

A baby is on logical.

When everything—

—food, sleep,

skin—body is

more active than a squirrel.

But apart the

teething and

teething of course.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

Take such an ordinary thing as talcum.

You know that Mennen Borated is right,

just as your Mother and Grandmother have known for years.

Now you can experience with a very cheap talcum or

one which is a properly balanced formula,

or with a talcum which is not

which doesn't offend baby's gentle skin

will show the difference very quickly.

articles, because  
young  
and be-  
known  
narily,  
ement.  
that we  
Baby  
th the  
of the  
ages,  
y dis-  
ucts,  
ntions  
ly in-  
as it  
manu-  
ucts  
writer  
t best  
rious  
dis-  
s

then  
on to  
rtise-  
book  
arly  
tive  
s ad-  
llus-  
Men-  
and  
this  
its

we  
erful  
for  
five  
d it  
ower  
For  
We  
very  
ngs  
ac-  
its  
tific  
a  
of  
life.  
ent

es-  
es.  
ers  
y."  
on  
ed  
he

## IN JUNE THE ST. LOUIS STAR

was the only St. Louis  
afternoon daily news-  
paper that gained in

### TOTAL PAID ADVERTISING

#### *Daily Figures Only*

June, 1922, Compared With June, 1921.

Agate Lines

**THE STAR GAINED 79,314**  
**Post-Dispatch LOST 17,796**  
**The Times LOST - 38,370**

It is impossible to make a fair comparison of the volume of advertising carried by The Sunday Star in June, 1922, with that carried the same month last year, for the reason that only one issue was published in June, 1921.

The Post-Dispatch, Sunday, lost 19,938 agate lines in Total Paid Advertising.

The Times has no Sunday edition.

**don't say "Paper"—say "STAR"**  
Trade Mark Registered.

National Advertising Representatives

**STORY, BROOKS & FINLEY**

New York

Chicago

Philadelphia

Los Angeles

San Francisco

text ends with the statement in italics, "We hope you will send twenty-five cents (thirty-five cents in Canada) at once for your copy of Aunt Belle's Baby Book."

This advertisement is somewhat of a departure from those comprising a recent series which were boldly headed, "Aunt Belle's Comfort Letters." One of the last pictured Mennen's powders, a baby in a crib, and a young woman tacking up a sign which read: "Regularity Rules Here." And the caption, "I'd like to nail this sign in every nursery," was followed by this plea:

"Mothers—please be regular. Baby's tiny anatomy should keep time like a watch. If it is fed at any convenient hour, bathed when you feel like it and allowed to sleep or wake at irregular intervals, you are bound to have a badly organized little anatomy to care for. A baby is logical. When everything is *right*—food, sleep, skin—baby is no more trouble than a kitten. But upset the schedule and everything is all *wrong*."

This advertisement then discusses, still in letter form, the benefits of Mennen's powders, urges mothers to send for the book, and is signed "Lovingly, Belle." In a separate column a description is headed with the question, "Have you written for Aunt Belle's Baby Book?" and continues:

"It's the most helpful, scientific, comforting little book that ever guided a young mother through the wonderful trials of her first baby.

"Thousands and thousands of babies are stronger and happier and will be more useful in the world, more successful, just because of Aunt Belle's practical day-by-day advice. Aunt Belle's only ambition is to be the world's greatest mother. She wants millions of babies."

BOOK SUCCESSFUL BECAUSE IT IS  
HELPFUL

In this way, by presenting its purpose and the results attainable by the information it contains, the book is sold. A careful study of

its contents gives the assurance that it will fulfil all of the claims of the advertising. It is illustrated in all of the advertisements which carry a coupon.

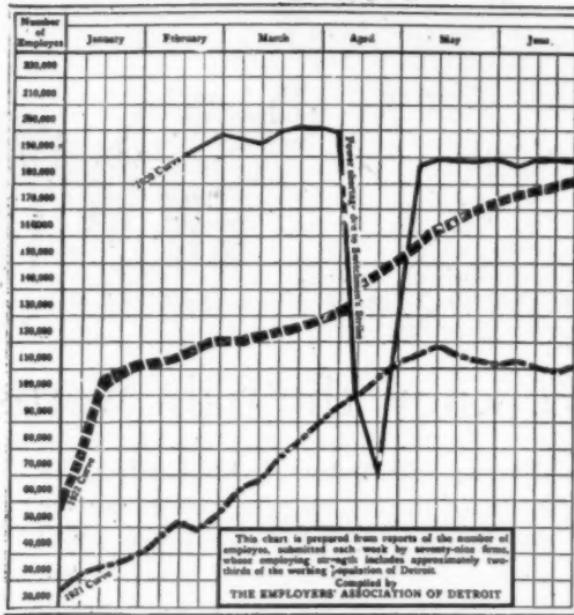
The book is slightly larger than five by seven inches. It is well printed and illustrated on seventy pages of heavy book paper, and is substantially bound in boards. It contains a table of contents listing all of the letters and other material and a cross index of 268 items. In appearance alone it is an excellent value at twenty-five cents a copy.

The cost of the book is approximately the same as the selling price. The company has made no effort to distribute it through druggists and others; but the advertising and the book itself have created a demand from dealers, and it is sold to them in quantities at about fifteen cents a copy.

Retail druggists have distributed thousands of copies with their compliments to professional nurses, to physicians for presentation to their patients, and to mothers whose names appeared in birth lists. Furthermore, numbers of physicians and professional nurses have endorsed the book and recommended it, and for many months the company has been receiving orders from women who have heard of the book only in this way.

And the book has created a demand for itself in fine bindings. Frequent requests from purchasers for the book clothed in binding suitable for gift purposes have induced the company to bring out two *de luxe* editions. Several thousand copies of these have already been sold, although their publication was recent, and the only advertising of them is a small four-page leaflet, enclosed with all copies of the twenty-five-cent book, which describes and illustrates the bindings of the editions, one bound in full limp black seal leather, stamped in gold, wrapped in tissue and packed in a box to match the covers, at \$2.50 a copy, and the other bound in blue Castilian boards with buff cloth back, stamped in gold, at \$1.50.

## Detroit's Employment Figures Climb Steadily Upward



For lack of space this chart shows the first 6 months of each year only. Were the curves for 1920 and 1921 continued they would show a marked downward trend.

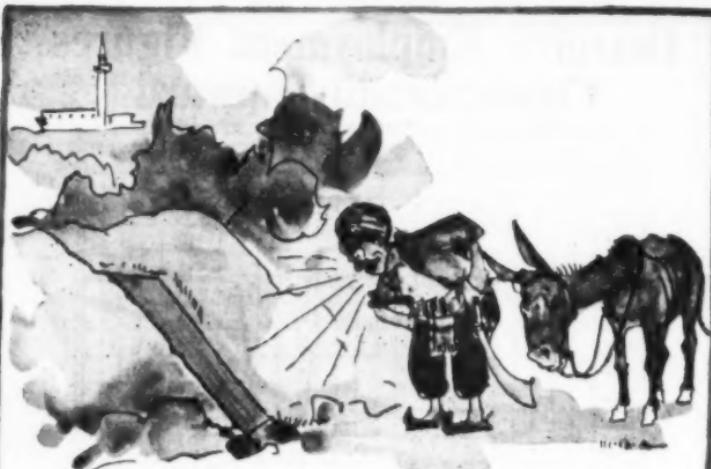
EVERY indication shows that Detroit is experiencing a prosperity that is unrivaled in the United States. Practically every automotive plant is working full time or overtime. The Ford Motor Company reached the highest production in its history.

But better than all indications is the report of the Employers' Association of Detroit, which for the last week in June showed that its reporting member firms, two-thirds of all Detroit employers, employed 180,971 men, or practically as many as were employed before the industrial depression occurred in 1920.

A study of the chart will show how steadily Detroit's employment figures have risen. Detroit distinctly offers advertisers a great opportunity through the paper that reaches 90% of all homes in Detroit and vicinity.

## The Detroit News

Circulation: Daily, 225,593; Sunday, 238,449  
Member National Newspapers, Inc.  
"Always in the Lead."



## We know the right words

WHEN, in the Arabian Nights, Cassim stood before the treasure cave and tried to open the door by repeating the magical words he had overheard from Ali Baba, he found he had forgotten them. He said, "Open wheat," "Open barley," but the door remained closed until he said the right words,

*"Open Sesame"*

THERE ARE profitable advertising possibilities locked up in your dealer's windows.

**RUSLING WOOD**  
**218 WILLIAM**

---

They are closed to you, perhaps, because you haven't used the right words.

The right words are

## Mural Advertising

That is the name we give to a service that designs out-door advertising. Mural advertising makes the walls eloquent. It paints pictures of your goods on the billboards or in the windows of the dealer's store. It uses art, color, design, good lithography, ingenuity and advertising to prepare designs with selling ideas in them.

All we ask is the opportunity of showing you what can be done with your proposition.



218 William Street, New York



# MURAL ADVERTISING STREET, NEW YORK

---

Results produced by the book are indicated by the increase in the general business of the company, and by a rapidly growing demand for a product mentioned several times in the book. Last year was not considered a good year by manufacturers of similar goods, but the volume of the Mennen business for 1921 showed a substantial increase over that of the year before.

The product, Kora-Konia, is not a talcum, but a powder for the treatment of most irritating skin affections. Since it was introduced by The Mennen Company seven years ago, its sale has increased steadily but slowly until last year. During 1921 it was given no more than its regular proportion of advertising space, but its use is advised in the Baby Book, and since the book was published its sale has increased about 250 per cent.

But the business produced by the book is not its most important result, so far, in Mr. Mennen's opinion. "We are most gratified," he said, "because of the reception of the book generally, and the fact that the honesty of our intention has been accepted without question. Not a single objection or serious criticism of any kind from any source have we heard.

"Thousands of mothers have written us expressing an unusual degree of appreciation and gratitude. Many of them have stated that they are living in isolated sections of the country, remote from physicians, and that the book is invaluable under the circumstances. Numbers have stated that the information in the book has reassured them and relieved them of anxiety, worry and fear, and that they would not now be without it.

"These letters have given myself and my associates a deeper appreciation of the business, and from them we have gained many valuable ideas and suggestions. So it is not solely for the volume of business produced by the book that we are anxious to circulate as many copies as possible.

"The trouble with most things of the kind is the time and ex-

pense and effort required to establish confidence in them, no matter how worthy they may be. However, we are well satisfied with our investment in the Baby Book and the progress it has made. Gradually we shall decrease the advertising on it and devote more space to featuring our products, and from present indications it will soon require little advertising to support a demand for at least 100,000 copies a year, which is now about the rate of its circulation.

"It all simmers down to a service proposition. Give the mother service in the form of information that will result in better health and more comfort for her children, as well as less worry for herself, and she will remember you and your goods. And I confidently believe that every Baby Book we have mailed since early last year has made a friend of a mother."

### Cold Dog Makes Its Bow

GENERAL MOTORS CORPORATION  
DETROIT, MICH., July 7, 1922.

*Editor of PRINTERS' INK:*

The Indianapolis News of recent date contains an advertisement of the Choco-Ice Company, directing attention to the merits of a confection called "Cold-Dog."

Here is a designation evidently not intended for the mealy-mouthed. A starving Russian, after removing the hide, ought to eat it up without turning a hair.

Is it not interesting to note that the absolute nadir in nomenclature has now been reached?

Since dictating the above paragraph, I have looked up the word nadir and find it defined as follows: "That point of the celestial sphere directly under the place where one stands and directly opposite the zenith; the lowest point of the zodiac; the time of greatest depression."

Long live the "Cold-Dog" eaters.  
FRANK G. EASTMAN.

### Obtains Westville, Conn., Nursery Account

The Elm City Nursery Company, Westville, Conn., has chosen Thresher Service Advertising, New York, to handle its advertising account.

Clemens Moffett, formerly an editor of *Popular Radio*, has joined the sales staff of E. R. Crowe & Company, Inc., New York publishers' representatives.

ab-  
-tter  
ow-  
with  
ook  
ide,  
the  
ore  
cts,  
it  
ing  
ast  
is  
cu-

er-  
her  
na-  
ter  
her  
erry  
m-  
l 1  
ery  
nce  
nd

ate  
co-  
he  
ld-

not  
A  
he  
ng

he  
ow  
sh.  
nd  
nt  
er  
lv  
of  
e-

y.  
er  
to

or  
es  
2



# written after hours

IT is after hours and most of the people have gone home.

There is a chess game in the office of the production manager, and a light still burns in the cashier's cage.

From the outer room comes the untutored click of an Underwood—an office boy is taking the Y. M. C. A. course in advertising.

Across the areaway a man bends over his desk, writing. A green visor shades his eyes.

From his window as he glances up from time to time he can look down on Wabash Avenue sixteen floors below and see the elevated trains crawling northward and the red and yellow electric signs winking in the purple dusk.

It is after hours, but he works on.

He will whip his copy into finished form before he leaves his desk.

His inspiration is the Goodyear Tire.

One of the layout men has just left his drawing board and is going out to the elevators.

Under his arm he carries a tissue pad. A new idea is stirring in his mind. It will be roughed out in pencil before morning comes.

Six months from now you will see it in print, a finished advertisement for Hoover.

IT is after hours and most of the people have gone home.

But out in Oak Park and River Forest, in Evanston and Kenilworth, in a bachelor's room downtown, on a Pullman car somewhere, there are Erwin, Wasey & Company men thinking about other people's businesses, working for men who are all unaware such work is going on.

A few hurried notes scrawled on the back of an old envelope tonight may be the key for next year's campaign on AC Spark Plugs.

Between the acts at the theatre an idea may be born for Robbins & Myers.

Driving his car along the boulevard a man may catch an inspiration for a page design for LaFayette.

At home beneath the reading lamp another may dream out a name for some new product.

Once a famous trade-mark came back from a camping trip.

This is a phase of Erwin, Wasey & Company service that perhaps even our own clients have not thought of before.

There is no mention of it in our Terms and Conditions.

But Carnation Milk is the gainer for it, as is the U. S. Gypsum Company's Sheetrock, Chain Belt, Mirro Aluminum, Holt Caterpillar Tractor, and all the rest.

And will be, many, many times, again.

Why such devotion on the part of men who have already given their day?

Of no one here is asked more than he can do.

The client does not require it, nor do we.

Again, why?

ANYONE who deals regularly with men will tell you this is the kind of work that money alone cannot buy.

It is work done purely of free will and its real pay is pride in work well done.

Those who understand the creative mind will know just what we mean by that.

They know that the good workman, in advertising as elsewhere, asks no question save, how well can this be done?

Most of our men came to this organization because they felt that with us they could approach their work in just that spirit.

All of us here hold that good advertising is advertising which is seen, is read and is believed—advertising which makes friends and builds good will—advertising which returns to the advertiser his investment with a profit.

To contrive with words and pictures advertising which can do these things is a challenge to men of talent and imagination who like to write and like to draw.

It is not an easy thing to do, and if we have been unusually successful at it, that is because we have given it our very best.

◆ ◆ ◆

THE men who write advertisements for T. Erwin, Wasey & Company's clients are men who would succeed in any branch of journalism.

Some of them have been on university faculties. One has edited a newspaper. Several have been star reporters. Others are regular contributors to the magazines.

They know how to appeal to the public in the printed word.

They know how to sell.

The men who lay out and design our advertising are men at the top of their profession.

They are men who, were they not advertising men, would be well known illustrators and artists.

They know how to catch the public's eye by picture and by design.

They, too, know how to sell.

Research department? Expert media men? Direct advertising department? Merchandising department? Export facilities?—we have them all.

We have them all developed to a degree not equaled by any other organization that we know.

And these departments all are essential in the rounding out of that service which this house has made its own.

But quite the finest thing we have to give to those who come to us for counsel is the high enthusiasm of our men and a devotion to their work which is measured neither by the dollar nor the clock.

This, too, was written after hours.

ERWIN, WASEY & COMPANY

*Advertising*

NEW YORK

CHICAGO

LONDON



We shall be glad to send you a copy of "Written After Hours" in brochure form at your request.





# Merchandising Low-Price Products through Grocery Stores

## One Hundred Plans That Have Been Used Successfully

HOYT'S SERVICE, INC.

BOSTON, MASS., June 28, 1922.

*Editor of Printers' Ink:*

I would appreciate it very much if you can have someone send me a list referring to articles in *Printers' Ink* and *Printers' Ink Monthly* which tell stories of merchandising five, ten, fifteen and twenty-five-cent articles through the trade.

I want to get a line on different merchandising schemes which manufacturers have offered retailers in order to get quick introduction of a new product or new brand, particularly through the grocery trade. A recent article on Kitchen Klenzer is typical of what I mean.

HOYT'S SERVICE, INC.,  
G. S. PATTILLO.

WHEN tackling this problem of merchandising products selling up to twenty-five cents through the grocery trade, it should be realized that the majority of the articles on the average grocery shelf do not cost more than a quarter. Of course there are some items which sell for only a cent or two, just as there are others which are priced at more than a dollar. Essentially, though, the grocery is a small-unit business.

Consequently there is no dearth of information available to those who are seeking the experiences of manufacturers who have preceded them in this field. From our files we have chosen an even hundred articles describing merchandising campaigns, any one of which will be of interest and help to the manufacturer contemplating introducing a new, low-priced grocery product.

Some of the references are to campaigns in the course of which intensive local distribution was obtained within the period of a very few days. "How Jiggtyme Won the New York Market in Twenty-one Days," March 24, 1921, page 17, is typical of this type. Others discuss merchandising efforts that were not planned to take any single territory by

storm, but rather to cover the country slowly and surely. Taken together the hundred articles should suggest new ideas as well as afford a solid background to anyone who is seeking to place a new product on grocery shelves throughout the country.—[Ed. *Printers' Ink*.]

(*Printers' Ink Monthly*)

30,000 Children Advertise This Product; February, 1922; page 86.

Big Drive on Monthly Leaders Gets More Sales for Whole Line; January, 1922, page 25.

Sticking to One Idea Made Campbell's the National Soup; January, 1922; page 23.

Delivering a Perishable Product to Ten Million People Each Day; November, 1921; page 15.

Divides Product and Discovers Parts Are Greater Than Whole; February, 1921; page 37.

(*Printers' Ink*)

Linat. Starch for Fine Fabrics, on Trail of Soap Chips; June 22, 1922; page 25.

The Antithesis of "Reason-Why" Copy Sells Cheese; June 1, 1922; page 61.

Consumer, Dealer and Salesmen Tied Up with the Factory; May 18, 1922; page 149.

What Once-in-Never-Out Advertising Did for Kitchen Klenzer; April 27, 1922; page 3.

Marketing a Wholly Different Food Product through Grocers; April 20, 1922; page 17.

Finding New Market Outlets for California Raisins; April 20, 1922; page 133.

"Little Sun-Maids" Attain Success in First Year; March 30, 1922; page 101.

Gold Dust's "28 Uses" Lead the Way to Wider Markets; March 2, 1922; page 3.

How the National Biscuit Company Controls 2,200 Salesmen; February 16, 1922; page 3.

Sales Contest Brought 6,142 New Customers in Two Weeks; January 26, 1922; page 25.

Sixty-five-Year-Old Private Brand Concern Puts Out New Leader; January 19, 1922; page 33.

Advertising to Teach Us What Our Ancestors Knew about Honey; January 12, 1922; page 93.

Starts in Basement; Made Great through Advertising; December 15, 1921; page 41.

Increasing the Jobber's Profit by Reducing His Discount; November 3, 1922; page 3.

How We Are Lifting the Bars from a Restricted Market; September 22, 1921; page 89.

New Lessons Applied by Palmolive in 1921 Advertising; September 1, 1921; page 3.

Klim Changes from Mail to Jobber Distribution; August 4, 1921; page 3.

Intensifying Sales Efforts While Reducing Selling Costs; July 28, 1921; page 79.

Getting the Jobber to Distribute Another Macaroni; July 21, 1921; page 120.

Waste and How to Stop It; July 7, 1921; page 114.

How a New Use Developed a New Outlet; July 7, 1921; page 17.

How Can Consumer Advertising Best be Merchandised?; June 9, 1921; page 57.

Promoting a Tasting Campaign on a National Scale; May 5, 1921; page 25.

How Jigtime Won the New York Market in Twenty-one Days; March 24, 1921; page 17.

Importance of Demonstrating New Food Products; February 24, 1921; page 35.

Here's One Way to Pull Retailer Out of Hole; February 3, 1921; page 35.

Changing a Confection into Staple Article of Cookery; January 27, 1921; page 97.

The Advertised Line a Stabilizing Factor in Times of Stress; December 2, 1920; page 3.

Breaking into the Market through the Side Door; December 2, 1920; page 85.

To Change Name of Product and Preserve Good-Will; November 25, 1920; page 117.

How Wheatsworth Biscuit Displaced Entire Line of Crackers; October 14, 1920; page 58.

Selling Small Dealer First for Wider Distribution; September 16, 1920; page 17.

Something New in Advertising a Highly Competitive Product; August 19, 1920; page 10.

Advertising to Precede Merchandising of New Breakfast Cereal; June 24, 1920; page 105.

When Your Customers Are Competitors; May 13, 1920; page 49.

Making a Brand of Salt "Different" through Advertising; May 6, 1920; page 17.

How Hebe Company Teaches Trade to Stick to the Truth; April 29, 1920; page 116.

Advertising in New Fields When the Initial Market Grows Smaller; April 22, 1920; page 3.

"Baby" Product Succeeds on Elder Brother's Reputation; April 1, 1920; page 57.

Aunt Jemima Comes to Life; March 18, 1920; page 17.

History of Cheese Becomes Part of Advertising Record; March 4, 1920; page 113.

A Campaign Seeks to Introduce Liquid Soap in the Home; January 8, 1920; page 77.

Sampling Idea as Worked Out by Horlick and Wrigley; November 27, 1919; page 25.

Better Pastry from Pastry Flour, Keynote of This Campaign; October 23, 1919; page 125.

To Sell the Consumer, Help Her with Her Problems; October 9, 1919; page 177.

Getting Bridget, the Cook, to Use Your Brand; September 18, 1919; page 10.

When the Advertising Appeal "Just Happens"; September 18, 1919; page 149.

Subordinates Name of Product, Plays Up New Use; September 4, 1919; page 17.

Advertising Horoscopes to Sell Condensed Milk; September 4, 1919; page 83.

The Woman Advertiser and Manufacturer; February 20, 1919; page 17.

A Clean-Cut Victory for "The Package Idea"; January 30, 1919; page 17.

Holding the Market Won in War Time; January 23, 1919; page 68.

Campaign to Make Grocer Nation's Milk Man; November 7, 1918; page 25.

Creates New Brand to Meet War Requirements; September 19, 1918; page 64.

Entering the National Market through Strategic Centres; September 19, 1918; page 106.

National Biscuit Co.'s Plan to Speed Turnover; January 20, 1918; page 61.

Why Yeast Foam Is Absorbing Other Members of Its Family; May 2, 1918; page 53.

Former Favorite "Comes Back" When War Alters the Market; February 21, 1918; page 48.

Contest of Housewives Shoots Up Sales for Advertised Bread; January 24, 1918; page 65.

Fould's Conundrum Contest; January 10, 1918; page 122.

Lengthening the Time of a Seasonal Demand; December 6, 1917; page 73.

Palmolive's Sales and the Advertising Investment; October 11, 1917; page 146.

Grocery Specialty Revived When Form of Product Is Changed; July 26, 1917; page 28.

Raising a Long-Established Price; July 19, 1917; page 47.

Jiffy Jell Hit the Line Hard; June 14, 1917; page 27.

Now It's Colburn Who's Attacking a Saturation Point; May 31, 1917; page 41.

How Old Dutch Cleanser Is Fencing Off the Farm Market; April 12, 1917; page 134.

Armour Opens Campaign for New Breakfast Food; February 22, 1917; page 73.

How Rastus and His Fellow Shades Sell Cream of Wheat; January 18, 1917; page 3.

Shocking the Trade to Get Its Attention; January 11, 1917; page 57.

Rise of Pin Money Pickles a Human Interest Story; October 26, 1916; page 4.

Story of "Crisco" as Told by Procter & Gamble; October 3, 1916; page 73.

Advertising a Slow-Moving Staple; September 21, 1916; page 93.

Advertising That Built a Million-Dollar Business in Two Years; September 7, 1916; page 45.

Prospects Multiplied by a New Sales Slant; August 24, 1916; page 92.

"Aunt Jemima" Back Among the Big Advertisers Again; August 17, 1916; page 92.

How Ivory Soap Is Advertised; August 3, 1916; page 12.

22  
23,  
with  
77.  
our  
ust  
49.  
ays  
19;  
on  
83,  
ac  
ek  
ar  
n's  
25.  
te  
54.  
gh  
8;  
ed  
er  
8;  
en  
1,  
p  
4,  
y  
al  
g.  
n,  
;  
e  
a  
;

# Tell-It-In PICTURES

in Boston's only  
Picture News Paper

## BOSTON

## DAILY ADVERTISER

ESTABLISHED 1748

More than 90,000 people  
buy the Daily ADVERTISER  
-Picture News Paper for PICTURES.

They want Pictures. Study  
PICTURES - respond to PICTURES.

Tell YOUR story in Pictures  
in this great Picture Paper  
Tie up to the Picture Appeal.

Boston Daily Advertiser  
Boston's only Picture News Paper  
82 Boylston Street, Boston.



For quick advertising contact with the Daily (Morning, Picture News Paper) and the supreme Sunday Advertiser (416,340), send for

**W. W. CHEW**  
American Circle Bldg.  
New York City

**W. H. WILSON**  
909 Hearst Bldg.  
Chicago, Ill.

**E. A. HOLMAN**  
Monadnock Bldg.  
San Francisco, Cal.

Palmolive's Drive and How It Affects Dealers; June 8, 1916; page 33.

How Two By-Products Are Developed and Exploited by Corn Products Refining Co.; May 4, 1916; page 93.

When Business Personality Becomes an Asset; May 4, 1916; page 18.

How Procter & Gamble Base Sales Policies on Actual Market Conditions; April 27, 1916; page 3.

Managing Your Appropriation to Make It Seem Twice Its Actual Size; April 13, 1916; page 4.

Each Advertiser Has His Own Special Groove; March 30, 1916; page 17.

How Fels & Co. Use the "Educational Canvass" to Help Dealers; January 27, 1916; page 137.

Ryzon's Sales Run Second in Greater New York; January 13, 1916; page 148.

How Borden's Malted Milk Uncovered a Larger Market; October 7, 1915; page 3.

How "Wesson Oil" Broke into New York and Turned Adverse Tide; September 9, 1915; page 3.

Bon Ami Tests Demand by Prize Contest; September 2, 1915; page 24.

General Chemical Co. in Baking-Powder Field with "Ryzon"; September 2, 1915; page 17.

Two Sales Organizations for Horlick's Malted Milk; August 26, 1915; page 17.

Sawtay Turns from Big Bulk Market to Win Consumer Trade; June 3, 1915; page 49.

How Fleischmann Is Expanding a Sales-Bound Market; June 4, 1914; page 3.

### "For Goodness Sake"

LYON ADVERTISING AGENCY, INC.  
NEW YORK, June 29, 1922.

*Editor of PRINTERS' INK:*

Although we cannot claim paternity of the slogan requested by the Charles C. Green Advertising Agency in your current issue, we have been using a modification of it for the past year in connection with the advertising of The Neapolitan Ice Cream Co., Cambridge, Mass., as follows:

"For its 'goodness' sake, eat Neapolitan."

Doubtless there are other forms of this slogan in use—we will be interested in noting replies.

R. D. SLAWTER,  
*Secretary.*

### Salem, Mass., Publishers Appoint Representative

The S. E. Cassino Company, Salem, Mass., publisher of *Little Folks*, has appointed Constantine & Jackson, New York publishers' representatives, as its Eastern representatives.

### Paducah, Ky., "News-Democrat" Appoints Katz

The Products Distributing Corporation, New York, has appointed Douglas Wakefield Coutlee, Inc., also of that city, as its advertising agents.

### PRINTERS' INK

### Maine Potatoes to Be Advertised

Maine-grown potatoes will be advertised in the South in the near future by the Aroostook Potato Growers' Association. A canvass is now being made to secure pledges of cash for the campaign.

Percy R. Todd, president of the Bangor & Aroostook Railroad, has offered to pay half the expense of any campaign which may be conducted in the South. The association has voted to accept the railroad president's added offer to pay half the cost of a suitable sales promotion agent to direct the selling efforts on behalf of the Aroostook seed potatoes in the South in competition with seed offered by agents of Wisconsin and Michigan producers.

### Paint Account with San Francisco Agency

The Paraffine Paint Company, Inc., which operates ten plants on the Pacific Coast and manufactures roofings, varnishes, enamels, Pabco paints, fibre products, etc., has placed its account with Emil Brisacher & Staff, San Francisco advertising agency.

Schedules are being prepared for both Pacific Coast and national campaigns.

### Directory Publishers Set Time for Meeting

The Association of North American Directory Publishers has decided to hold its annual meeting during the last week of September each year in New York. In the past the annual meeting of this association has been held in connection with the annual convention of the Associated Advertising Clubs of the World.

### Cooperage Account with Kiernan Agency

The Colwell Cooperage Company, New York, has placed its advertising account with Frank Kiernan & Company, New York advertising agency. The Colwell company manufactures and distributes cooperage supplies. Trade publications and newspapers will be used.

### Returns to "New York Hotel Review"

A. R. Eadie, former advertising manager of the *New York Hotel Review*, published by the Gehring Publishing Company, has returned to that position after an absence of three years, during which time he was with the Chilton Hotel Supply Index.

### With Coutlee Agency

The Products Distributing Corporation, New York, has appointed Douglas Wakefield Coutlee, Inc., also of that city, as its advertising agents.



## Washington (D. C.) Is a Clerical City

It writes, and writes—and the things which make writing easy and convenient find a ready market here.

Fountain Pens, Automatic Pencils, Stationery, etc.—if they have merit—can be exploited to excellent advantage—to a receptive community, with the money to buy.

Your advertising problem in the District of Columbia is solved with THE STAR alone. No other newspaper is necessary to cover this field.

**Our Statistical Department  
is at your service.**

# The Evening Star.

WITH SUNDAY MORNING EDITION

**WASHINGTON, D. C.**

*Write us direct or through our*

**New York Office**  
Dan A. Carroll  
150 Nassau Street

**Paris Office**  
5 rue Lamartine

**Chicago Office**  
J. E. Lutz  
Tower Building



## The 100% Publicity Plan

MOST of the over 800 industrial advertisers now cultivating the textile manufacturing industry are using the 100% Publicity Plan which embraces the following publications, each one performing a different function in a definite way—

*TEXTILE WORLD*—Weekly technical and business authority of the industry. Essential in any campaign to textile mills for building good will and soliciting direct inquiries. (A. B. C. and A. B. P.)

*THE CONSOLIDATED TEXTILE CATALOGS*—Published annually and distributed gratis to the executives and purchasing agents who control the buying of machinery, equipment and supplies for textile mills. All data standardized in catalog form.

*OFFICIAL AMERICAN TEXTILE DIRECTORY*—Published annually. Purchased and used by textile mills as the standard business directory of

# Textile World



# Plans to Reach The Textile Mills

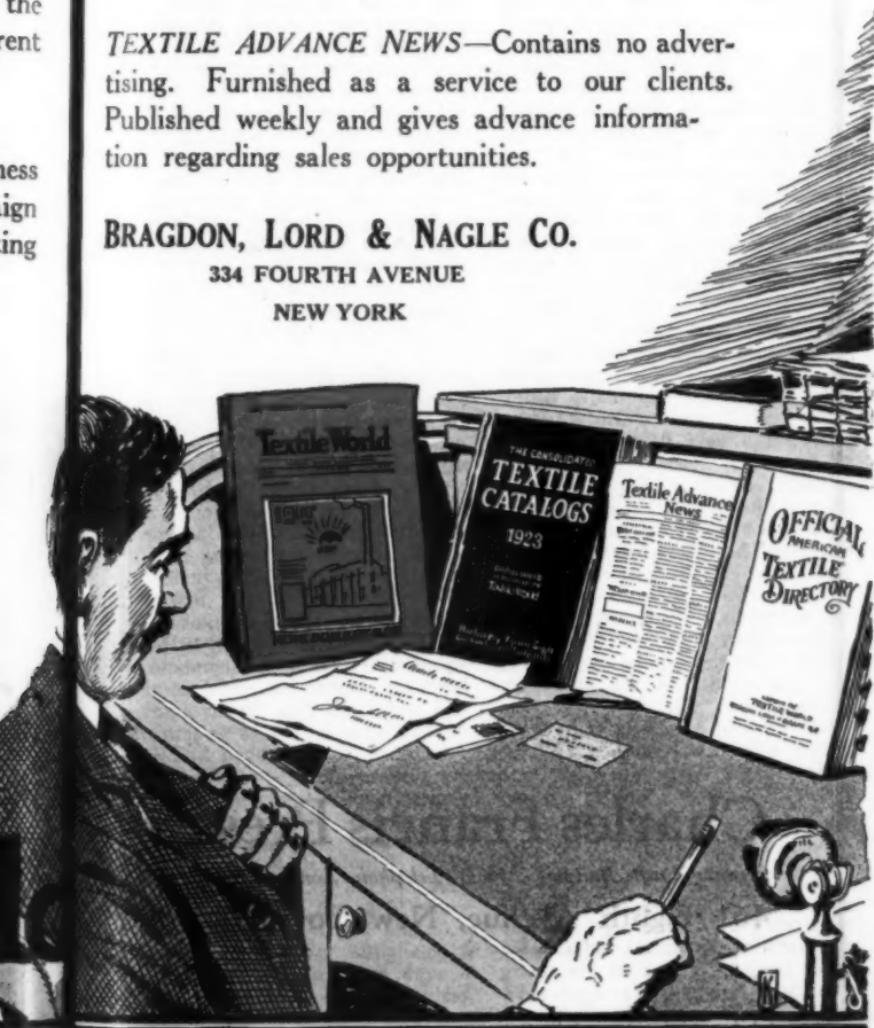
now  
are  
the  
rent  
  
ness  
sign  
ing

the industry. Consulted daily in thousands of mills. (A. B. D. P.)

**TEXTILE ADVANCE NEWS**—Contains no advertising. Furnished as a service to our clients. Published weekly and gives advance information regarding sales opportunities.

**BRAGDON, LORD & NAGLE CO.**

334 FOURTH AVENUE  
NEW YORK



# Who does your printing?

**Charles Francis Press**

*Printing Crafts Building* • *Telephone Longacre 2320*  
**461 Eighth Avenue, New York City**

# Year-Round Advertising Made One Specialty the Leader

How the Morse & Burt Company Is Standardizing Its Product and Eliminating Seasonable Demand by Consistent Advertising and Planning Ahead in Production

By Roy Dickinson

WHEN the maker of wagon wheels, clothing or tools cuts down the number of his designs and concentrates on a few instead of perhaps thousands he is able to simplify almost every branch of his business. As the Secretary of Commerce said recently, "One of the first things to be considered by business generally is the advisability of standardization. Calculations indicate that by concentration, large sales and standardization we can in effect release 30 per cent of the power required for the present volume of production. Putting it in other words, capital will be 30 per cent more productive." The same remark holds good for the sales power of a business.

But in almost every industry a new idea is essential, if old trade practices and traditions are to be changed. Regularity of employment is one of the great benefits which often result from a new idea that helps the manufacturer to standardize his product. In the permanent report of the President's Conference on Unemployment, the Morse & Burt Co., of Brooklyn, is the only concern listed in its field as having by the development of a new idea made definite plans to reduce seasonal unemployment, and the other disadvantages which go with uneven sales and production.

The effort of this concern in the shoe business is particularly worthy of attention, for the shoe industry through its long career in America has developed pretty much along seasonal lines. There was a time back in the early Nineties when two or three pairs of shoes might have supplied a woman's needs. In those days a retailer could do a good business with a stock of two leathers, for

example, with possibly a half dozen styles in each. Styles varied so little from year to year that shoes were almost staple. Then the style element invaded the footwear field and changed things considerably.

Later still, with shorter skirts, the opportunity for the display of novelty footwear by women of all ages was doubled and quadrupled, and the demand followed suit. Retailers immediately made more sales than they ever did before. At first it looked like a fine thing for the whole business. The demand for women's novelty shoes became unprecedented and there seemed to be no limit to the new styles which were produced. Prices went up as the number of styles increased.

But when the retailer and the manufacturers came to the end of the season there was a different story. The retailer who had to carry in stock a dozen different leathers and tannages, with a wide range of lasts in each style, found that his investment had increased enormously and at the same time his turnover had slowed down. He had to place his order in advance for his full requirements and take a gamble on what styles would be six months after, and also take all the losses which resulted if he found himself overstocked. Mark-downs and clearance sales devoured what looked like big profits.

#### STANDARDIZATION STABILIZED THE BUSINESS

Conditions faced by the manufacturers of women's shoes are similar to those that confront many other businesses where style goods are sold on a seasonal basis. Therefore a company that discarded novelties and has stuck to

July 13, 1922

one staple line with strikingly successful results during two years of business depression, is an example for other manufacturers who are troubled with the style and season bugaboo. The idea kept the factories 100 per cent employed during the worst part of the depression and greatly increased sales and profits.

The staple feature which the owners of the Morse & Burt business adopted was at first just one of the styles made by the company. It consisted of a shoe built upon a last which followed closely the lines of the human foot. This shoe is of the "flexible arch" type. The shank does not contain the usual metal "shank-piece" and thus is flexible in contradistinction to the ordinary shoe with rigid arch. This was not a new idea in the shoe industry. Many manufacturers had it as a specialty, but few had the foresight to see in it an opportunity upon which to concentrate their manufacturing, advertising and sales efforts.

The human foot itself is flexible and has been compared to a cantilever arch. The bones of the foot are held together in the form of arches by the muscles and ligaments of the foot. This shoe was built upon the same principle. The Morse & Burt Company saw in it an opportunity to make a specialty the leader of the whole business.

It must be remembered that the Morse & Burt Company for sixty years has stood high in the field of women's shoes—the Burt shoe having been known to women for generations. It will be seen, therefore, that to change the name,

the design and the last at one time was a tremendous breaking away from tradition for the company. The Cantilever shoe sold at first in a small way, but people repeated and told their friends about its comfort. In addition to the flexible shank, which was the main

SHOWING HOW DEALERS ARE FEATURED IN GENERAL  
ADVERTISING

part of the idea, the new shoe had a natural sole line and a "wedged" heel designed to induce the foot to toe straight ahead instead of outward.

Back in 1915, the Morse & Burt Company was selling the usual run of novelty and style shoes in all sorts of forms, shapes, colors and sizes. But the favorable reception of the new shoe convinced it that here was an exceptional opportunity. One of the first decisions was to make this shoe only with the company's trademarked name "Cantilever."

# Let the Dispatch Papers serve you in Richmond, Va.

*"We have seen the very excellent effect of the co-operation you have given us.*

*"I want to thank you personally for the analysis sent us last week of the conditions in Richmond and to tell you it was so clear we are going to follow the advice you gave us—send a salesman into Richmond and start up advertising again immediately."*

(Taken from a letter written us by a large advertising agency.)

THE Service Department of the Dispatch Papers is the telescope through which you may see this big buying area—Richmond, Va.

Any information which you wish as to the conditions in Richmond or within its buying radius will be gladly sent you.

Will a survey of the possibilities of some product or kind of product help you in planning your sales? Then let us prepare such a survey without charge or obligation.

When your salesmen come to Richmond, instruct them to call at the office of the Dispatch Papers for route-lists. They will be given every assistance.

In short, the Service Department of the Dispatch Papers was organized to give unselfish service to manufacturers, selling agents and advertising agencies—believing as we do that a big, farsighted newspaper profits most when it serves best.

Richmond, Va.

Use The Dispatch Papers (M&E)

## The Dispatch Papers

THE TIMES-DISPATCH

THE EVENING DISPATCH

Richmond, Va.

STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

The sales grew rapidly under intensive effort. Finally, in 1920, it was decided to drop all the other styles and brands and to concentrate production, sales and advertising efforts entirely upon the new idea. This decision was made just about the time when the buyers' strike started and when most shoe manufacturers were making all sorts of novelties in color and styles. The first periodical advertisement appeared in September, 1920, just when buyers were popularly supposed to have decided not to buy shoes, clothes, or anything else.

The Morse & Burt Company then made another decision. The shoe business had been organized on a seasonal basis. The spring season begins in March or April, according to the date of Easter, and the fall season begins in September or October. It is customary in the trade to advertise to consumers along seasonal lines, with big space just before and during the season, then to drop out of advertising in the "off" months.

As soon as it was seen that the buyers really meant business in their strike, the Morse & Burt Company decided that it would not only double its advertising but advertise consistently twelve months in the year on the new staple shoe. As one of the officers of the company said, "We quit making the 'Edwin C. Burt Shoe' after sixty years, and started to win prestige for the new trade-marked 'Cantilever Shoe.' As we found that people were not buying shoes generally, we decided it was a good time for us to go out and sell them our new idea. A buyers' strike was just our time to go after them. We reasoned that they were out of the beaten track of buying, and that they were therefore logical prospects to get as customers. We gave up the idea of thinking that we had to cater only to style and started to talk comfort, health, efficiency, with as much style and good looks as could be put into a properly shaped shoe."

This drastic breaking away

from the company's tradition and advertising the staple consistently twelve months in the year has proved eminently successful for Morse & Burt, who during the last two years have had greatly increased sales and have had no unemployment in their plant. It has also had many other effects which dig deep into the fundamentals of the business.

The investment of a shoe manufacturer in lasts is an important and expensive thing. A new style will often require a new set of lasts throughout the complete size range. The manufacturer who runs after every new style decreed by fashion may find his investment in lasts and patterns very considerable. Having money invested in lasts that are based upon the lines of the human foot and will not change from season to season makes a big difference in the financial end of a business.

#### CAN MANUFACTURE ALL THROUGH THE YEAR

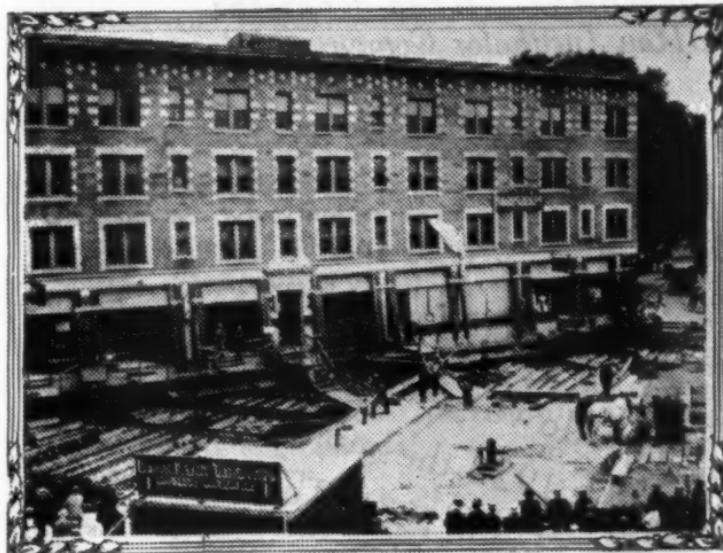
The man who makes his staple styles on lines which adhere to the lines of the human foot is not only enabled to manufacture for stock in his off season and to formulate his production and sales plans in advance, but his actual capital investment in lasts and the other parts used in his business is on a far more substantial basis. The idea of manufacturing stock and having a stock department enables him to level out production and to start the run for the fall season at full capacity early in the spring. The Morse & Burt Company has been able to decrease the number of its models more than 50 per cent.

A partial list of Cantilever dealers has been included in every advertisement in general mediums. These dealers, in turn, buy local newspaper space in their own cities and towns. Two factors have determined the selection of the dealers to be listed.

The circulation of the magazines in the particular city or town has been of prime importance and also the completeness of the stock carried by the retailer in that

(Continued on page 89)

# Get Business In Busy Syracuse



This four-story hotel was completely turned around and moved intact across Harrison St. to make way for the new **FOUR MILLION DOLLAR** Hotel Syracuse—financed by Syracusans. May and June building permits for Syracuse reached nearly 800, estimated expenditure exceeding **TWO MILLION DOLLARS**.

Syracuse is buying, building, expanding—it is the logical trading center for buyers and sellers of Building Materials, Home Furnishings and Household Utilities, etc. *In Syracuse The Post-Standard carries the greatest volume of advertising for home building and equipments.*

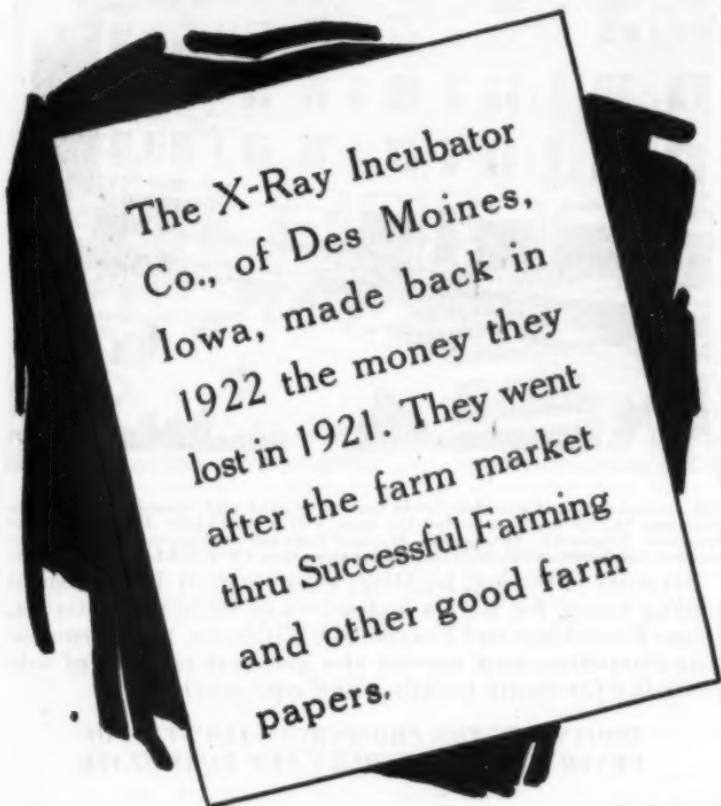
**DOMINATES THE PROSPEROUS COUNTIES OF  
CENTRAL AND NORTHERN NEW YORK STATE**

# The Syracuse Post-Standard

[ PAUL BLOCK, Inc., Representative  
New York Boston Detroit Chicago ]

# The Farmer Is Buying

*The farm market is responding to Advertising. Read what the X-Ray Incubator Company did.*



*The farm market responds to advertising. Write us and we will be glad to furnish you detailed information about the sales possibilities for your product to the farmer.*

# Get YOUR Share of His Business

## Concentrate on the Farm Market

The farms are still here. They are producing as much as ever. Over 90% of them will sell for more than their owners paid for them.

During the big times of 1918-1919-1920, the farmer and his family learned the joy of possessing a lot of things they had never owned before. They want these things now. They are willing to work for them. They are working for them.

Thousands of farm folks who went to the city to take life easy with short hours and big pay have returned to the farms because there were not enough jobs in the city to go round.

## More than 850,000 Farm Families

Read the advertisements in Successful Farming to find out what is best and most useful and most satisfactory. They read the editorial columns to get suggestions on how to earn the money to buy these things.

They do not pick up Successful Farming to kill an idle hour in a summer resort. They read it because it helps them solve their problems.

That is why Successful Farming pays advertisers

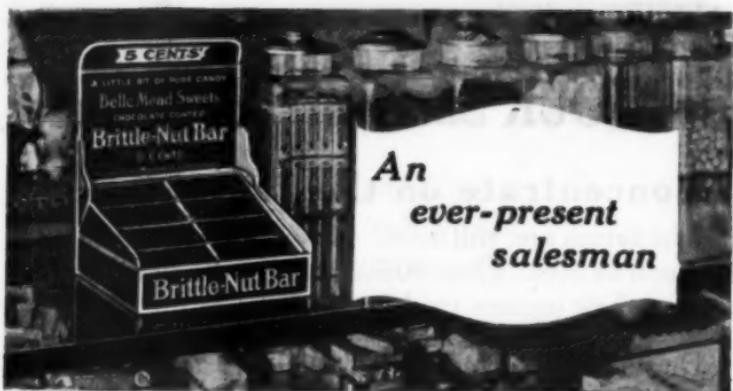
**SUCCESSFUL**  
DES MOINES



**FARMING**  
IOWA

*E. T. MEREDITH, Publisher*

*T. W. LE QUATTE, Advertising Manager*



## *Representing you in every retail store*

If you could place your own man in every store, you could bring sales up to an unprecedented level.

To maintain such a sales force is impossible. But you can pack your product in a Brooks Display Container, a container made specifically to display and sell that product under standard conditions.

The Brooks Display Container is remarkably attractive, efficient and sturdy. Its points of distinct superiority are patented. It wins the best location on counter or showcase. It builds sales volume up to new levels.

*Let us design a Brooks Display Container for  
your product*

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

# BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display Advertising*

city. Eighty to 140 dealers are being listed in small type in each advertisement run by the manufacturer, the number varying with the size of the page. At the same time the manufacturer has agencies in 245 other cities where the dealers are not listed. The most names ever put into a list is 145 and with 400 to choose from the manufacturer is kept busy explaining to the retailers not listed why they are left out.

When the Cantilever shoe was first put out as a leader by Morse & Burt there was little competition for it. At present there is a large number of competitors but the manufacturer has found that instead of hurting sales, competitors have seemed to add to Cantilever sales. The prosperity of the Morse & Burt Company during the period of business depression has been a subject of comment in the industry. To date, retail sales are almost 50 per cent ahead of the same period last year.

Having decided to ignore seasons in its business by consistent year-round advertising of the name and the service rendered, the company has an appeal for the shoe in every season of the year. The shoe's flexibility as a talking point hits every season and the manufacturer has cashed in upon this main talking point. It has also been discovered that the average man has something to say about his wife's shoes. While he wouldn't think of advising, perhaps, on a new hat, a new sport dress or a pair of stockings, he will say to his wife, "You ought to stop wearing high heels," "You ought to stop complaining about your feet," or something of the sort.

No one manufacturer can iron out the curves in an industry which is as old and as firmly established as is the shoe industry. There is one thing sure, however, and this is that seasonal handicaps are sometimes a fact and sometimes a tradition. The work of the Morse & Burt Company, and several other manufacturers in the shoe field is a step in the right direction toward a gen-

eral breaking away from the old seasonal traditions in the shoe trade. Future developments in this industry will be worthy of careful attention by manufacturers in every line where too many patterns or styles tend to slow up production and to weigh down sales volume.

### "Jell-O" Gives Analysis in Medical Journal Advertising

"Jell-O," manufactured by The Genesee Pure Food Company, Le Roy, N. Y., is running pages and half pages in the medical journals, using as the appeal the close approach of the content of "Jell-O" to fruit jelly. The copy states that it is "no longer necessary to tell how convenient, how easy to make, how inexpensive, and how downright good 'Jell-O' is. Everybody seems to know that." It then goes on to give the qualitative analysis of "Jell-O" and fruit jelly in the "deadly parallel," explaining the differences, and pointing out the food value of gelatine over pectin, the natural fruit "jell" element.

### New England Accounts with Hoyt's Service, Inc.

Forite Products, Inc., Boston, manufacturer of a preparation for waterproofing shoes, and the Westfield Machine Co., Westfield, Mass., radio products, have placed their accounts with Hoyt's Service, Inc., New York.

### Obtains Anza Coffee Account

The Cultured Coffee Company of America, New York, United States distributor of Anza, the "Culture-Ripened coffee," has retained Farnsworth, Brown & Schaefer, Inc., New York, to direct its advertising.

### Obtains Newark Metal Polish Account

The Noxon Chemical Products, Inc., Newark, N. J., manufacturer of Noxon compound polish, has placed its account with the J. Walter Thompson Company, Inc., New York.

### Joins Kansas City "Journal-Post"

E. J. Seifrit, formerly with the St. Louis *Post Dispatch*, Detroit *News* and Denver *Post*, has joined the Kansas City *Journal-Post* as contact man in the foreign field.

M. C. Watson, Inc., New York publishers' representative, has been appointed to represent the Keokuk, Ia., *Gate City*.

# New Orleans Pie Baker Sells 20,000 Pies Daily

Business Started Less Than a Year Ago—Advertising and a Good Product Get the Credit

LAST August Simon Hubig notified New Orleans newspapers he wanted to see their advertising representatives. They found him a stranger in a newly erected pie-baking establishment downtown. A battery of uniform and distinctively painted delivery trucks had just been delivered and

The first advertisements said "Buy Hubig's famous honey-fruit pies. Eat one and you will want another. Ten cents at your grocer's. Dealers who have not been seen by our drivers should call us up at once." And each advertisement carried the phrase "made with loving care," which Mr. Hubig says he began using years ago.

The Hubig advertisements were never very large, and rarely have they contained more copy than quoted above. The advertisements have run three times a week. "Honey-fruit" and "made with loving care" are usually present.

Simultaneously with the start of the advertising last August, Hubig's driver-sales-

men called on the grocery trade. They installed neat, screened counter display cases. The retailer was offered a twenty-five per cent profit for handling the goods. The pies were offered in a popular variety of fruit flavors and were packed on stiff paper plates.

Within a fortnight Hubig's pies were to be had even in the outlying sections of New Orleans. Dealers moved other counter goods back to make room for the Hubig cabinet. Honey-fruit pies became a regular grocery line in a short time. The display cases stayed put, and drivers usually found them empty on return calls.

Hubig deals with the retailers on the understanding that pies are merchandise, and, once bought, belong to the buyer, whose business it is to sell them. No pies are taken back by the bakery. According to Mr. Hubig, pure sugar-sweetened pies retain their freshness for a considerable time, and



lined up in front of the place. Apparently Simon Hubig was all set to go.

Mr. Hubig gave each newspaper a contract for 10,000 lines. Before six months had elapsed he had exceeded his lineage and had contracted for more. He is now selling New Orleans more than 20,000 pies every day.

The Simon Hubig Company is a Texas corporation. It was organized five years ago and now conducts pie bakeries in seven Southern cities—New Orleans, Fort Worth, Dallas, San Antonio, Houston, Birmingham and Atlanta. Another will be opened in Memphis.

Hubig's advent in New Orleans last year was unheralded. Bakers told him New Orleans ate only French pastry and that pies would not go. But he had erected his plant and was hiring driver-salesmen when he announced his presence.

# \$53,000 of Export Orders

Just read this report by one of our clients as to what they got out of the **AMERICAN EXPORTER** last year.

CABLE ADDRESS:  
"IRONWORK" NEW YORK  
TELEPHONE  
6200 FRANKLIN

**JOHN SIMMONS CO.**

CODES  
A.B.C. ALL EDITIONS  
BENTLEY'S  
BENTLEY'S  
LIEBERS

**MANUFACTURERS**  
IRON AND STEEL PRODUCTS  
PIPE-FITTINGS-VALVES  
PLUMBING SUPPLIES

EXPORT DEPARTMENT  
HOWARD SPELMAN, MANAGER

102-110 CENTRE STREET, NEW YORK, U.S.A.

BB/OF

April 20th, 1922.

American Exporter,  
370 Seventh Avenue,  
New York, N.Y.

Dear Sirs:

With a view to continuing our advertising contract for this year, in the English, Spanish and Portuguese editions of the American Exporter, in checking back from our records the results of our advertising in your publication during 1921, you will be interested in learning that we have received 365 inquiries from merchants throughout South America, each one having made reference to our particular advertisement. These inquiries have been either requests for catalogues, prices or information concerning our manufactured products. Many of these inquiries have led directly to firm business, and we estimate orders secured have amounted to approximately \$53,000.00.

We are giving you this information inasmuch as we feel the results speak for themselves and you are at liberty to make use of this report as you see fit.

Yours truly,

  
Howard Spelman  
Manager Export Dept.

It would pay you to advertise in the

# AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year  
370 SEVENTH AVENUE

NEW YORK

this fact, together with the steady consumer demand created by the advertising, relieves the dealer of all stock while it is fresh.

"First of all in contributing to the success and continued demand for my pies is the quality," declares Mr. Hubig. "They are not large pies, but they are all pie." The honey of the honey-fruit refers to a honey sweetness that permeates the pies of every fruit or berry, although pure sugar is the base of the sweetness.

Mr. Hubig is now planning to put on the market a new pie product. It is a four-cornered pie to be retailed in dust-proof, transparent bags at soda fountains, soft-drink stands and lunch counters. It will sell for a nickel.

Simon Hubig started baking with his mother in 1866 in Cincinnati. He applied his advertising methods to the sale of pies in 1891. Subsequently he retired, and it was not until five years ago that he returned to pie-making in Texas. For nine years he was president of the National Association of Master Bakers of the United States and Canada.

There are no secret ingredients in Hubig's pies. The secret is in the knack of baking. Unfailing freshness and the honey-fruit flavor undoubtedly keep these pies repeating with the public. Meanwhile, Hubig never lets his public forget. "Honey-fruit" and "made with loving care" occur daily in the newspapers in the cities where the pies are baked.

### Pacific Coast Has New Radio Publications

*Radio Trade Review* is the name of a new monthly radio trade journal which began with the July issue. It covers the radio field from the dealer's standpoint, carrying selling hints and other dealer helps. H. W. Welsh is advertising manager.

Another publication is the *Radio Journal*, of which J. W. Cunningham is advertising manager.

Both of these new periodicals are published in Los Angeles, Cal.

### Has Mineral Water Account

The J. Walter Thompson Company, Inc., New York, has been appointed by Maskakee Salts, Inc., Philadelphia, manufacturer of natural mineral waters, to handle its advertising account.

### Retailer Gives a Tip to Advertisers

THE S. K. McCALL COMPANY  
NORMAN, OKLA., July 6, 1922.

*Editor of Printers' Ink:*

Why are advertising managers for national manufacturers so hogtish in the copy and art they send the small town retailer?

About a year ago I wrote some forty or fifty national manufacturers, asking them for art and copy helps to push their products through the local newspapers and direct-mail advertising.

They responded. Beautifully—but if I had run one-half of the material they sent it would have cost this store far more than the profits they were supposed to make on the advertised brands. And many of these advertisements were in series that required the use of a major portion if that particular line was to be pushed properly.

Of course, I realize that they feel that we should count a part of this space as general store publicity.

But I wonder if those advertising men ever worked in a small-town store.

We have a State university here with a daily student newspaper—five columns by 16½ inches. Take a national clothing manufacturer for example—the cuts they sent us—and evidently expected us to use, would have, in many cases, filled an entire page so full that there would hardly have been room left for our signature, much less any selling copy.

A perfume manufacturer will send art or electros of ready-set ads that would be O. K. for a ready-to-wear line, but entirely too large for perfume.

It is no wonder to me that so much of the advertising helps sent out by a national manufacturer sits on the shelf or under a desk.

The average wide-awake retailer in a small town or perhaps even an average-sized town welcomes real help from the ad-man in the manufacturer's office—but, I believe I can speak for many of the retailers in this section of the States—he has no use for space hogs who forget that the retailer has other lines that are just as important to him as the line of the space hog.

Can't you give these ad-men a tip?  
WILLARD H. CAMPBELL.

### "Yours Truly," a New Magazine

R. C. Smith, A. N. Kane and William R. Kane, Highland Falls, N. Y., the publishers of the *Editor*, *Black Cat*, and *Blue Pencil*, are publishing a new monthly periodical called *Yours Truly*, a magazine of letters and letter writing, which was introduced with the July number.

The Bulova Watch Company, New York, has placed its account with the New York office of the Wm. H. Rankin Company. A fall and winter advertising campaign is being planned.

13, 1922

to

NY  
1922.

ers for  
ngish in  
the small

ne forty  
, asking  
to push  
al news-  
ng.

—but if  
ial they  
ore far  
ere sup-  
brands  
nts were  
use of a  
ular line

ey feel  
of this

vertising  
n store.  
ere with  
columns  
al cloth-  
the cuts  
xpected  
y cases,  
at there  
left for  
elling

ll send  
ds that  
to-wear  
erfume.  
o much  
nt by a  
e shelf

er in a  
verage-  
om the  
ffice—  
any of  
States  
ho for-  
r lines  
as the

tip?

SELL.

W

William  
Y., the  
st, and  
a new  
Truly,  
writing,  
e July

, New  
th the  
Rankin  
adver-



# INFORMATION

During the month of May, the Buyers Information Department of this organization answered over 2200 inquiries from merchants all over the country on matters of merchandise, administration, display, advertising, accounting and many other things incidental and vital to retailing.

This fact is not presented merely to demonstrate the volume of work involved but to show some measure of the contact existing between this institution and the retail merchants of America.

Forty thousand merchants and buyers in the department and dry goods stores of over 10,600 towns in the United States and Canada study carefully and are guided by the Economist Group papers.

They sell more than 75% of all the dry goods, apparel and allied lines sold in this country.

How many of them are sold on the kind of merchandise you and your clients produce?

*The Economist Group  
239 West 39th Street  
New York City*

**Note**—Our Agency Relations Department is ready to cooperate with those who want *real* "dealer influence" in this field.

July 13, 1922



THESE cards provide another interesting characteristic, (individual to the car card), combining the appeals of a product, to achieve the most effective results.

Actual size (11 x 21) and Life-like Cars afford a unique opportunity to picture most dramatically and convincingly (3) Style, (4) Variety of Shades and Patterns of the Label.

The cards reproduced here in miniature are the result of the 1922 Campaign. They appear in the Street Cards were originated and produced by the

## STREET RAILWAYS AD

Central Office  
Borland Bldg., Chicago

Home Office  
Candler Bldg., N. Y.





interesting example of how the physical characters (ar call), combine with the dominant buying the most forceful presentation of Message.

like Coors automatically present the opportunity and convincingly, (1) Coolness, (2) Comfort, and patterns, (5) Actual Reproduction of

miniature are six of a series of nine comprising Street Cars from coast to coast. The Street Railways Advertising Co.

## AWS ADVERTISING CO.

*Home Office*

1ler Bldg., N. Y.

*Western Office*

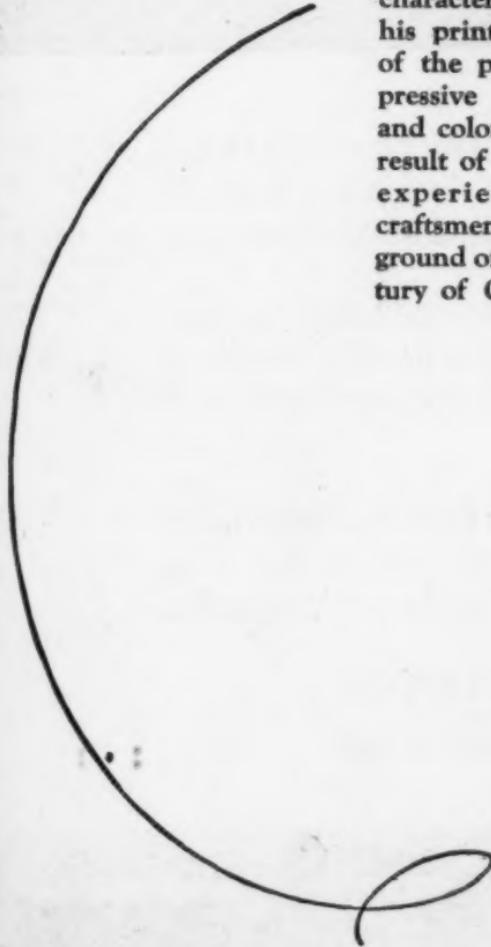
Monadnock Bldg., San Francisco



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

## *Expression*

Helping to bring out the character of the client in his printed matter is part of the printer's task. Expressive type composition and color treatment is the result of craftsmanship and experience. Goldmann craftsmen have the background of nearly half a century of Goldmann service.



**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET NEW YORK CITY

*Printers Since Eighteen Seventy Six*  
TELEPHONE FRANKLIN 4520



E  
hi  
th  
L  
tiv  
pr  
lo  
sp  
of  
on  
in  
L  
ti  
de  
im  
co  
le  
an  
sh  
ha  
st  
D

H  
ov  
co  
la  
o  
ti  
th  
h  
a  
ti

d  
in  
n  
li  
g  
ti  
a  
b  
t  
o  
e  
m

r  
t  
d  
t  
t  
t  
t

# More Letters from the Sales Manager to His Salesmen

Preventives That Keep a Salesman from Slipping

By a New York Sales Manager

EVERY sales manager comes to know that many a letter to his salesmen must be written on the most gossamer of evidence. Long before there is proof positive that Mortimer Lewis, the promising Nebraska salesman, has lost the knack of "getting the spread," there comes the absence of certain specialties from his orders. This in itself means nothing—or everything. For Mortimer Lewis may sell different specialties in the same town to different dealers. This would seemingly indicate that he sold where he could make the opportunity. But long before the weekly or monthly analysis proves that Mr. Lewis is slipping, the good sales manager has a letter in the mails. Here is such a letter:

DEAR MR. LEWIS:

Back in the old days one reason why Harvard football teams failed to win over Yale was due to what an expert coach, Walter Camp, attributed to a lack of team play. In turn, this lack of team play was possibly traceable to the then prevalent belief at Harvard that each man should, first of all, play his own position. After that, if he had anything left he was to contribute it to the team as a whole.

This idea of forced team play to depend upon the total of "overplus of individual ability" certainly tends to make star performers rather than an organization. Let's apply it to our own lines. The two big achievements which we must accomplish in 1922 are, a greater mass movement of stock in other than the usual "peak months," and a greater spread of items from January 1 to December 31.

One of the greatest assets that you brought to us was your ability to get the spread. It is an asset that many salesmen acquire most slowly. It is one that you should cultivate so that each week, month and year you will make the most of this ability.

It is part of our team play for the men who have strong points to make the most of those strong points so as to bolster up the whole line. It is the duty of every man who is holding back the top-notchers to make the most of his good points, but at the same time to build up his weak points.

Your contribution to team play for the moment is to bolster up some of

the newer men who have yet to acquire the knack of getting the spread. Won't you please help out the team in two ways? First of all, by setting an example, dealer by dealer, town by town. Then, secondly, by dropping me a line now and then showing me how you overcame either your own, perhaps, natural tendencies to relax in getting the spread or the methods you use when things are going finely.

You may be sure that I shall watch your orders with double interest, and look for a note from you now and then.

Many sales managers have to contend with one or more salesmen who not only skate on thin ice, but now and then actually cut through to make the ice dangerous for all that follow. There is a type of salesman possessing many abilities but who, nevertheless, by a weakening at the wrong moment, lets in petty irregularities that not only are contrary to policy but also weaken the salesman's own selling fibre. One of these irregularities is to rob his sample case temporarily for a gift item to put across a sale of a case.

In some lines the ancient order of "hand gratis" is still a regular and recognized part of the policy. For example, in cigarette lines the salesman quite frequently is permitted to give a package of twenty cigarettes as an inducement, taking a package from his sample bag for the purpose. But in many other lines this practice has been long since outlived or is non-existent, even in the early stages of the industry. In such cases the gift of a sample is nothing more than petty bribery.

Two years ago my suspicions were mildly aroused by the frequency with which one of my salesmen renewed his samples. Very possibly I place far greater importance on new and fresh samples than many sales managers. My system calls for the renewal of samples automatically,

and insists also that the salesman supplement our mechanical system by using his head in ordering new samples as fast as they are needed. But this salesman seemed to require constant renewal of two or three popular fifty-cent items. So I wrote him:

DEAR MR. MANNING:

Both of us like to work for our company because of its policy of uniform square dealing. Both of us know that our schedule of prices is the same to everyone who qualifies in the A, B, C and D groups. Both of us believe that this policy is not only fair, but that in the long run it makes our selling a whole lot easier by not forcing each of us to be an auctioneer, getting the best price possible out of the customer.

So I'm writing you to tell you frankly that I have a hunch that you have unwittingly been misled by an occasional letter of mine, into a practice which is directly contrary to our policy. Several times I have sent you some display piece too large for you to take to the next town, and asked you to be sure that it was properly given to some dealer. I remember that a few months ago, in sending you a display fixture which normally would be given as a premium with ten gross XA-42, that I felt it would be better for you to leave this in Henryville than ship it back to us. And I authorized you to disregard the quantity requirement in this special case. Then, again, I remember very well asking you to hand to Arthur Jackson, of Byers & Jackson at Jonesboro, the package of XB-26 that I sent you.

So perhaps naturally you have slipped into a loose way of thinking that now and then it was a good thing to do a special favor, even if it involved giving away some of your samples.

Now, it is one thing to afford an opportunity for a good friend, such as Arthur Jackson, the chance to test out on his own desk a new package not yet ready for the market, and still an entirely different thing to give Henry Jones a standard salable article in return for his putting in a case.

While I am not going to attempt to explain in detail each of the exceptions which I authorized, I know you will be perfectly willing to accept my word for it when these in no way conflicted with fair dealing or established policy.

More than this, I have a hunch that you were a bit on the fence and preferred to get in some new items by a gift from your sample case of a salable article, rather than raise the question with me as to the soundness of the idea.

In any event, this letter does not call for a reply. If you've been offering what I know you will now see is a "gentlemanly bribe," you will, of course, stop the practice. If you've had hard luck with your samples so that they needed unusual replacement of BA-12, BA-16, XA-11 and XC-20, then

you will have to admit that the coincidence warranted me in dropping you a line.

So let's drop the matter till you are in the office next month, with this expression of my firm belief that you do not need nicknacks, chromos or free goods to sell any item that we make that a dealer should have in stock for his own greater profit.

One reason why good salesmen are good salesmen is that they takes themselves, their work and their territory most seriously. Many sales managers try to knock out of salesmen the belief that So-and-So is "their" customer; that Such-and-Such is "their" town, and that the total of So-and-So and Such-and-Such is "their" territory. Rightly or wrongly, many sales managers hammer at the salesman the unquestioned truth that in the last analysis all customers, towns and territories belong, if to anything, to the house itself.

My own experience makes me willing to face squarely certain conditions that arise from a different way of looking at matters. For example, it frequently happens when one salesman leaves our employ, that I wish to make a change by assigning certain cities to another salesman and certain accounts to a second salesman, without turning over any new towns to the salesman who will take over the old territory. It is my policy to make these changes simultaneously, notifying the new man of the towns he is to cover and of the limitations of accounts within a given town. Once upon a time I very carefully pointed out to the new man just what I was taking away from him and justified it according to my beliefs. In later years I have made the bald assignments.

Frequently the salesman taking over the old territory knows on checking up that certain towns have been transferred to another salesman and sees that certain accounts within other towns have been transferred. In such cases he invariably writes me asking me what he is to get in return for the towns which have been shifted out of the territory. Such a letter came in the other day, and this is what I wrote:

## National Manufacturer Secures New Dealers At Less Than \$3 Each

A National Manufacturer had this problem to solve recently.

He had a product for which there was a demand all over the United States.

His dealers were in large populous centers only. The small towns and villages were passed up because it was too expensive to send salesmen to call upon small town dealers.

One day the sales manager had an idea. "Why not employ Uncle Sam on the job?"

A direct mail campaign was laid out, printed by his printer, and mailed to prospects in the towns and villages not covered by the firm's selling force.

The result: Thousands of new dealers were secured all over the United States by this manufacturer at a per dealer cost of less than \$3.00.

In getting out your direct mail advertising it will lessen the cost of securing results if you have it folded on a Cleveland Folding Machine.

Ask your printer about it.

Let us send you a portfolio of folds that you can use as ideas for attention getting direct mail pieces. It's free. Write on your business letterhead.

**THE CLEVELAND FOLDING MACHINE CO.**

GENERAL OFFICE AND FACTORY: CLEVELAND

DEAR MR. SIMPSON:

All of us are working toward two ends—the best interests of the house and our own best interests. Naturally, there has got to be a balancing so that the best interests of the house will work out to the best interests of the individual, and that the best interests of the individual will work out to the best interests of the house. In 1915 I made a mistake in mapping out the Kreuzer territory. There were several towns which should have been linked up at that time with Mr. Seward's territory, because they could be better covered and would result in a better balancing of his work. In certain cities there are accounts such as Morton & Smith, who deal so largely in specialties that they now naturally fall in the line of work for which Mr. Foster was employed two years ago. So now such accounts naturally must be covered by him in order that his work may be for the best interests of the house.

Naturally, in comparing your work with that of Mr. Kreuzer it will not be on the basis of the number of dollars sold by him in preceding years in the territory he covered, but the comparison will be made town by town and account by account. So you see that you will really show to better advantage because the changes which you have correctly listed will give you more time to cover the list of towns on which your comparison will be based.

But you are not merely interested in such a comparison. You naturally want to sell more in dollars and cents than Mr. Kreuzer. It is my belief that the Kreuzer territory, due to my own poor prophecy, was too large for him to cover to best advantage. He had little time to look for new accounts. In checking up his list of customers with the possibilities outlined through Dun, Bradstreet and local directories with him just before he went into business for himself, both of us were surprised to see how many good-looking prospects there were in whose stores he had never opened his sample case.

It is my firm belief that you will exceed his sales from any basis of comparison, fair or unfair, that could be made. I am certain, too, that you will be working for the best interests of the house, and you may be sure that if you do it will be for your own best interest.

One of the toughest cases to handle by correspondence is that of the salesman who submits an idea which, in the opinion of the sales manager, does not deserve a trial. This fact alone does not make correspondence difficult. But when the salesman shows quite clearly that he feels both that his idea has not had full consideration and that sound judgment has not been exercised in the failure to accept it, then a real problem

comes into being. Recently one of our temperamental salesmen evolved a plan for interesting small retailers who buy through jobbers. It depended upon the gift of a penknife as a premium, with an order of a certain size. The salesman argued that, while he had little of this class of trade on which to call, that we had several score of salesman, some of whom worked under him, who needed just such an inducement that they might secure orders out of season and in quantities larger than the small retailer would purchase, knowing that he could obtain his requirements on the hand-to-mouth basis from his jobber when he pleased.

This premium idea is without novelty, generally speaking. But it chances that in our industry the only inducements which have been offered have been in the form of window displays made specially to meet the requirements of the salesman's class of trade.

So I wrote the temperamental salesman as tactfully as I could, pointing out the unquestioned increased sales that would result from a change of policy, but that, while we would keep the idea ready for use in case circumstances changed, we did not feel it wise to introduce a new element into our direct or indirect jobber relations. Apparently that closed the incident, but I soon saw several indications that this salesman had lost his interest in coaching the small-trade man who worked in his territory.

Inasmuch as this man had a positive genius for small-trade work himself, and the ability to enthuse junior salesmen, this change of attitude left no course open except to write.

DEAR MR. SMITHSON:

There's no one in our sales force who knows more than you do of the important trade group that purchases our products through their chosen jobbers. Your work in 1917 and 1918 opened our eyes to the buying power of this important type of dealer. Later, when a direct trade territory was opened, we selected you to fill the gap. But I can assure you that I thought twice of you, perhaps, to once of the house, in giving it to you instead of

(Continued on page 105)

## *Housekeeping and homemaking for tomorrow's citizens*

is the subject of a splendid article written especially for the readers of Modern Priscilla by

*Oscar Herman Benson*

founder of the Boys' and Girls' Clubs, and now Director of the Junior Achievement League, whom we had the good fortune to secure as a member of our Advisory Council for 1922.

This article is typical of the editorial matter in Modern Priscilla, and explains why our publication is read and used and kept for reference by over 600,000 Priscillas\*.

If the market for your product — or that of your client — lies among the intelligent, progressive homemakers, advertising in "the trade paper of the home" offers you a most effective and economical way of reaching them.

## **MODERN PRISCILLA**

New York

BOSTON

Chicago

\*PRISCILLA (fem. noun),  
one who delights in her  
home; good housekeeper.



been exercised in the failure to accept it, then a real problem

house, in giving it to you instead of  
(Continued on page 105)

## What Is Your Idea of the School Teacher?

No Better  
Prospect than  
the Young  
School  
Teacher for:

*Books  
Brief Cases  
Cameras  
Clothing  
Coats, Suits  
Cold Cream  
Cough Drops  
Educational  
Equipment  
Face Lotion  
Face Powder  
Foods  
Fountain Pens  
Gloves  
Hair Nets  
Hand Bags  
Insurance  
Jewelry  
Manicure  
Articles  
Musical  
Instruments  
School Supplies  
Sewing  
Material  
Soap  
Stockings  
Study Courses  
Text Books  
Toilet Articles  
Tooth Brushes  
Tooth Paste  
Trunks, Valises  
Typewriters*

We find many advertisers entertain the impression that teachers are old women—too old to care about their personal appearance, too prim to use face cream, the powder puff or nail polish, and too sedate to be interested in anything not pertaining to their work.

Quite the contrary! They are quick thinking, alert young women with initiative. They are independent, earning salaries ranging from \$20 to \$50 a week, which is greater today by 61% than in 1914.

As a class they are more intellectual than their sisters—consequently more discriminating; and as leaders in their communities, their advice is sought and respected by the parents of their pupils. They become "Community Introducers."

However, the teacher doesn't spend her entire life in the schoolroom, but teaches, we have found, for only three years (average)—then seeks another vocation, or marries and settles down to her own little home life.

The subscription list of Normal Instructor, composed almost entirely of small town and rural school teachers, changes every three years. These wide-awake, progressive young women represent a single, prosperous buying unit, 150,000 strong—with money to spend—and the inclination to spend money, if the results obtained by our advertisers is any indication.

Normal Instructor is the Teacher's Magazine—hers because it helps her in planning the day's work. Circulation guaranteed, 150,000—84% in places of 5,000 and under. Pages \$500. Line rate is 80c.

Copy for September, the first issue of the school year, should be in our hands July 25th.

F. A. Owen Publishing Company  
Dansville, N. Y.

Chicago Office  
910 So. Michigan Ave.  
C. E. Gardner  
Advertising Manager

New York Office  
110 West 34th Street  
George V. Rumage  
Eastern Representative

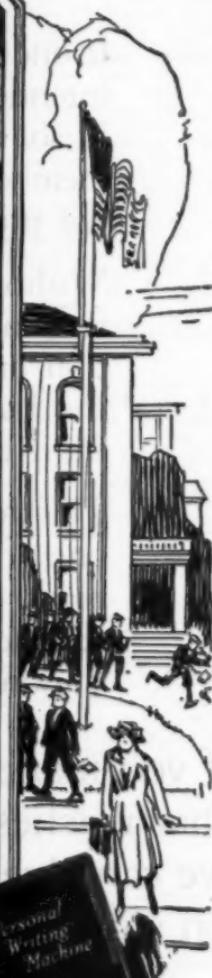
# NORMAL INSTRUCTOR

## and PRIMARY PLANS

For Teachers of All the Grades and Rural Schools



One of the 600,000 — all  
ready to carry your mes-  
sage into the classroom.



*"I Carry Corona to  
School Every Day"*

# What is meant by an advertising "campaign"?

In one sense, isn't the term "campaign" intended to mean a unit of effort? If so, then every item should be a member of the "unit" idea back of the project.

Without some dominating character running throughout copy or illustration or both, there is no "unit" for the buying public to distinguish it from the mass of advertising.

This dominating character may take one of many forms—a forceful trademark, a new slogan, a rare color scheme, a novel technique of illustration, an original copy note.

If you market a brand name product that reaches the consumer in a store, we can give you valuable suggestions on store advertising.

**WOODWARD & TIERNAN**  
PRINTING COMPANY

NEW YORK ST. LOUIS CHICAGO

OMAHA



to Mr. Buntline. For he had proved, before and since, his ability to handle such a territory, and he had no particular abilities in the small-trade field.

I am telling you frankly of my belief in your knowledge of our smaller trade, so that you will see that I weigh most carefully any suggestions you make which will build up our sales with this host of dealers who form by far the largest number of our outlets.

First of all, I give your suggestions consideration because of your long and successful contact with these small dealers. Then I give your ideas further consideration because they are not cut-and-dried. Always I am forced to give them consideration because they are made in detail, and in no detail is there conflict with the possibilities or practices of our small trade.

Now that you understand just how I feel toward you, I want to emphasize again that one of your big values to yourself and to the house lies directly in the small-trade field. We depend upon you for new and worthy ideas. We depend upon you for a type of coaching of your junior salesmen which we can imitate, at least, with similar salesmen from coast to coast.

Your salary, to be frank, is based upon your ability and upon your use of your ability in these directions. Don't forget that for a single moment. If at any time you feel that the house does not appreciate the importance of the small trade or of your suggestions for its upbuilding, then remember this paragraph. If you sat in my chair you could see that during the past fortnight the work of Hubbell, Montgomery, Stone and Buell has not been what it should be. These four men are missing your enthusiasm, and I am guessing that the reason is, that you are not giving them the same inspiration—to use a highbrow word—that you have always instilled into them in the past.

One reason that I can imagine for your failure—for it is a failure—in this direction is that I could not see with you on the penknife premium. There are certain existing trade conditions in the jobbing field and in our industry which would make it more than unwise for us to deviate in the slightest from our policy of confining ourselves to window displays, even though we recognize that these are, after all, not premiums.

The time may come next month, next year, or, possibly, never, when your idea will be needed. You will kindly consider this letter as confidential and kindly believe me when I tell you that there is every reason why you should get squarely behind Hubbell, Montgomery, Stone and Buell, and that you should give special thought to the development of some sales promotion plan which will not involve the premium idea.

That letter not only healed the raw sore, but it also brought, a month later, a sales promotion idea which will unquestionably sell \$60,000 to \$80,000 more goods during the balance of 1922.

## "Cheerylanes" Lettuce to Be Advertised by Idaho Growers

The lettuce growers of Idaho have organized an association with a membership of nearly one thousand, to advertise and merchandise their product. The association is known as the "Cheerylanes Head Lettuce League" and it will market Cheerylanes Quality Lettuce. W. S. Shearer, Lewiston, Idaho, is manager of the League.

The Charles C. Green Advertising Agency, Inc., New York, has been appointed to handle this campaign.

The Opazel Laboratories, Inc., New York, manufacturer of Opazel Toilet Cream, and the Metropolitan Finance Corporation, New York, have also placed their accounts with this agency.

This agency has appointed Miss D. K. Colledge, formerly secretary of the James Advertising Agency, Inc., New York, as secretary.

Harry J. Mulvey, who has been with the M. F. Gould Company, New York, has also joined the Green agency.

## Worcester Advertising Club Elects

The Advertising Club of Worcester, Mass., at its annual meeting elected the following officers: Lewis A. Hastings, president; Richard A. Toomey, first vice-president; Henry P. Hovey, second vice-president; Joseph S. Weaby, secretary; Herbert P. Lansdale, Jr., treasurer, and as directors, B. Leroy Woodbury, Rupert C. Moore, Charles A. Esty, Herbert P. Bagley and William C. Radcliffe.

## Lowell Chemical Account with Hewitt-Gannon

The Wamesit Chemical Company, Lowell, Mass., manufacturer of "Lactart" and other lactic acid products, plans a campaign in trade papers reaching the soft drink and preserving industries. Hewitt-Gannon & Co., New York advertising agency, has been chosen to direct this campaign.

## New Accounts with San Francisco Agency

The Cahill Advertising Company, San Francisco, has obtained the accounts of the Cole Motor Company of California, Cole automobiles, and the Betty Brown Company, maker of a biscuit mixture. Campaigns on the Pacific Coast for both these accounts are planned.

## Establishes Columbus, O., Agency

Fred G. Knapp, former assistant manager of the copy and art service department of the Penton Publishing Company, Cleveland, and recently production manager of The Butler Advertising Co., Columbus, has opened an advertising agency in Columbus, O.

# Selling Human Sentiment Proves More Successful Than Selling the Product

Eastman Kodak Company Gives a Hint to Other Manufacturers

**A**SK the question, "What do you sell?" of a hundred photographers and ninety-nine of them will answer "Photographs."

This is the answer given by the hundredth man:

"I sell sentiment," he stated. "I sell an idea, a hope, a vision, a comfort; I sell beauty, longing, love and friendship; I sell tenderness and sympathy and human relations.

"The most successful clothing salesman does not attempt to sell a man a Palm Beach suit. He sells him coolness and comfort for the hot days which are to come.

"The most successful optometrist does not attempt to sell a man a pair of spectacles. No man ever wanted a pair of spectacles. He sells him good vision, freedom from headaches.

"The most successful shoe salesman does not try to sell a man shoes. He sells him foot comfort, freedom from aching arches, burning bunions or painful corns.

"It is not the article that the most successful merchant stresses; it is the happiness which will arise from the possession of it.

"So I do not sell pictures. Of course, pictures are what I deliver, and money what I take in exchange for them, but my effort is not to sell the *thing*, but that for which the *thing* stands, that which comes from the possession of it.

"In my advertising I direct my appeal, not to the cupidity of those who might be interested in getting the greatest amount of surface of photograph and mount for the least number of dollars. Nor yet do I appeal to the human desire to get something for nothing, by attempting to persuade a prospect that in my studio and mine alone can she get the greatest amount of art for the least amount of money.

"Instead, I stress the advantages of having a photograph taken. To those who have parents I address my talk along familiar but no less potent lines of filial love. We all love our fathers and mothers. We all hope to keep them with us for many, many years. When they have gone the final step of the journey we look back upon the days when they were ours. If we have a fine picture of 'Dad' as he was when he was healthy and happy, or 'Mom' as she was when we were just growing up, we get a great deal of real joy in just looking at them.

"I inherited my business from my father. In my reception room is a life-size, oil tinted photograph of the founder of my business. I honestly find his pictured face an inspiration, and I see to it that my customers never forget that the name over the door is two generations old and that the influence of the first of us still holds sway. And many and many are the fathers and mothers whom younger sitters have brought to me, influenced, I verily believe, by nothing more difficult for me to put into their minds than my own joy in this faithful representation of the 'Dad' I loved.

"Mothers can be sold things for their children that they won't buy for themselves. 'Keep your babies always with you, even while they grow up' is a far more potent sales argument for baby pictures than mere pride in baby's pulchritude. Selling a mother a group of herself and her children to send to Grandma and Grandpa for the old home is forty times easier than selling her a photograph of a group to have around the house.

"Keep her with you in the graduation dress—keep him with you in his cadet uniform" is a more powerful appeal to a father than advertising 'good photographs of your girl and boy, so and so many

From "Studio Light," published by the Eastman Kodak Company.

# *Agency Commissions*

The following telegram was sent by the Publishers of the Boston newspapers to the American Association of Advertising Agencies on June 14, 1922.

**"After this date the following Boston newspapers will not allow agency commission direct to advertisers on new contracts nor will they renew existing contracts direct with advertisers on any other basis than gross rates."**

The Publishers who signed this represented

**BOSTON SUNDAY ADVERTISER**

**BOSTON DAILY ADVERTISER (PICTORIAL.)**

**BOSTON EVENING AMERICAN**

**BOSTON POST**

**BOSTON GLOBE**

**BOSTON HERALD-TRAVELER**

**BOSTON TRANSCRIPT**

Boston is tied tight, irrevocably, on the subject of agent's commission.

dollars per dozen.' Father isn't interested in *photographs*. He is interested in his young hopeful. Sell the sentiment, not the thing; it's easier and far more profitable.

"When people get married about the first thing they think of is a picture. Why? Because they visualize a long life together and want to look back and see themselves as they were the day they began it. Brides, perhaps have feminine pride in their beauty in the wedding gown, or the style of the gown, but there is usually that sentiment of wishing to preserve for their later years their appearance on what they regard as their happiest day. All photographers know this, yet comparatively few realize that what is true then is true on anniversaries of a wedding. To send a letter to a couple married ten years ago, who were photographed in my studio, is easy. To talk in that letter about the photograph I want to make, its style, price, artistry, is foolish. I direct such a letter wholly to sentiment: I ask them to remember, not the picture I made, but the picture for which they sat ten years ago. And I suggest a new one on this tenth anniversary; I talk about their interest in comparing the pictures, and I let price and style severely alone. In other words, I sell them sentimental values in a new photograph; they sell themselves style and prices when they come down to be pictured.

"A most profitable department of my business is the making of photographic miniatures. I get fifty dollars each for them, and they are real works of art. But I never sell them as such. I get a great many orders regardless of the high price, simply on the sentimental value of the little colored photograph.

"Sentiment—it is one of the great moving springs of humanity. The photographer who does not realize that in its power of appeal lies his greatest sales argument, is overlooking a great deal of business. I am well aware that many photographers follow the well-beaten path of trade and direct all their advertising, both printed and verbal, to quality, to

artistry, to convenience of location, ease and speed of making the picture, promptness of delivery and so on. They are competing in the open market with silk and jewelry, talking-machine records and gloves, motor cars and toilet preparations, all sold by the same methods. That they succeed is true; but how much of the success is in spite of, rather than because of, their methods I could not say. I do say, however, and most emphatically that the most lasting, the most growing and the most profitable success is founded upon selling, not the photograph, but the sentiment for which it stands, the love which it evokes, the pleasant memory which it recalls."

This was the answer of the hundredth man.

### Chicago Agency's New Accounts

The McCutcheon-Gerson Service, Chicago advertising agency, has been retained as advertising counsel for the United Water Heater Company, Chicago, and is placing a newspaper campaign for this account. This agency is also placing trade-paper copy for E. Edelman & Company, Chicago, on lubricating systems and the Indiana Indestructible Paint Company, Chicago, manufacturer of prepared paints.

### New Dish Washer Account with Chicago Agency

The Sani Sink Dish Washer Company, North Chicago, Ill., has placed its advertising account with the Matteson-Fogarty-Jordan Company, Chicago advertising agency. The company is newly incorporated to manufacture a dish-washing device built into the kitchen sink.

### Will Represent New Houston, Texas, Paper

The S. C. Beckwith Special Agency, New York, has been appointed national representative for the *Evening Post*, Houston, Texas, a new daily recently established by Roy G. Watson, publisher of the *Houston Post*, a morning paper.

### Automobile Parts Account with Boston Agency

The Automotive Equipment Company, Boston dealer in automobile supplies, has placed its account with the O'Connell-Ingalls Advertising Agency, also of Boston. Copy is being placed in automobile trade journals.



## A Salesman's Prospect List

BUSINESS circulation consists of executives, carefully selected by one of the most highly trained sales organizations in America as consistent users or potential buyers of Burroughs figuring machines.

A hand picked circulation of this sort reaching 160,000 business men everywhere, 92 per cent of whom control the buying of their respective companies, represents a fertile field for advertisers.

It is not surprising, then, that "Ronald Press" says: "BUSINESS is one of the most responsive advertising mediums on our list."

Since "Library Bureau", "Addressograph", "Alexander Hamilton", "Rotospeed" and others use BUSINESS consistently month after month it would be worth your while to find out why.

The facts are waiting for you.

# BUSINESS

BUSINESS adds unusual editorial quality to its 160,000 selected circulation. This fact, plus a reasonable rate, makes it an attractive medium for advertisers.

## *The Burroughs Publications*

Published by the Burroughs Adding Machine Company, Detroit, Michigan

## Eighty-Million-Dollar Automobile Merger

The organization of the Associated Motor Industries, a \$80,000,000 consolidation of automobile, truck and auto parts manufacturers, was announced last week. All the plants will be owned outright by the corporation, the same being turned over to the fee simple to the corporation.

A total of fourteen plants are involved, which are located in seven States. These include five assembling plants located at Indianapolis, Boston, Louisville, St. Louis, and Oakland, Cal.

The manufacturing plants are: National Motor Car Vehicle Corporation, Indianapolis; Covert Gear Company, Elyria, Ohio; transmission and clutch makers; Recording & Computing Machine Company, Boston, Mass.; ignition, magneto, stator, battery, and generator manufacturer; Jackson Motors Corporation, Jackson, Miss.; Kentucky Wagon Manufacturing Company, Louisville, Ky.; Saginaw Sheet Metal Works, Saginaw, Mich.; Traffic Motor Truck Corporation, St. Louis, Mo.; Murray-Bergerhur Corporation, Boston, Mass.; manufacturers of gasoline engines; and the H. F. Holbrook Company, New York, manufacturer of automobile bodies.

The officers of the corporation are: Will M. Oliver, chairman of the board; Louis Puttenburg, Dayton, president; A. W. Grotzner, Elyria, N. Y.; Robert V. Ford, Louisville, Ky.; C. Brandy, St. Louis, Mo.; and George M. Dickson, Indianapolis, vice-president.

In addition to the above, the following are directors: James P. Duffin, Louisville; H. G. Stoddard, Worcester, Mass.; H. V. Hale, Saginaw, Mich.; H. J. Kinter, Dayton, Ohio; Gladay, W. W. Berling, Jackson, Mich.; C. L. V. Jensen, Chicago; Guy Wilson, St. Louis; H. E. Hollister, New York; M. Douglas Morris, Boston, and H. Holbrook, New York.

The main offices of the Associated Motor Industries will be in Dayton, O.

## Malcolm McAllister Leaves Utah Agency Field

Malcolm McAllister, head of an advertising agency bearing his name in Salt Lake City, Utah, has retired from the agency field. He has become associated with the American G. Accumulator Co., Elizabeth, N. J., a State representative in Utah and Idaho. This company makes traffic beacons and "highway lighthouses."

## Eugene Knott Designs from Louisville, Ky., "Evening Post"

Eugene Knott has resigned as general manager of the Louisville, Ky., "Evening Post." W. N. Stouffer, who has been business manager, succeeds Mr. Knott as general manager. Mr. Stouffer has been connected with the newspaper for over twenty years.

## Fifty Leading Advertisers During 1921

The Curtis Publishing Company has kindly given PRINTERS' INK permission to spread on the record a compilation of the fifty leading advertisers in thirty-six publications during 1921. Here they are, together with the amounts of their investment:

Joseph Campbell Co.	\$1,316,095
Victor Talking Machine Co.	1,239,693
Procter & Gamble Co.	1,198,458
The Congoleum Co.	783,431
Swift & Company	694,600
The Pepsodent Co.	680,770
California Ass'd Raisin Co.	659,635
Lever Bros. Company	646,277
The Barrett Company	612,249
Colgate & Company	596,781
Goodyear Tire & Rubber Co.	593,685
Fels & Company	583,510
The Quaker Oats Co.	553,892
Eastman Kodak Company	553,375
Cudahy Packing Co.	543,090
The Palmolive Company	524,797
Columbia Graphophone Co.	497,411
Andrew Jergens Company	484,885
Vacuum Oil Company	479,464
Postum Cereal Co., Inc.	466,312
Lehn & Fink, Inc.	448,250
The R. L. Watkins Co.	438,682
Corn Prod. Refining Co.	429,506
The Fleischmann Co.	419,872
Northwestern Yeast Co.	390,070
Famous Players-Lasky Corp.	385,250
U. S. Rubber Company	382,523
Alfred H. Smith Company	371,205
American Radiator Co.	370,801
Johns-Manville, Inc.	369,580
Dodge Brothers Co.	369,132
The Bon Ami Company	350,387
Cream of Wheat Company	348,770
Armstrong Cork Company	345,903
Southern Cotton Oil Trad. Co.	339,246
General Electric Company	333,642
Thomas A. Edison, Inc.	326,471
Pompeian Company	311,591
Union Carbide & Carbon Corp.	309,993
Brunswick-Balke-Collender Co.	302,975
International Silver Co.	302,220
Firestone Tire & Rubber Co.	302,027
United Drug Company	300,222
General Cigar Co., Inc.	286,460
Morris & Company	282,030
Hart Schaffner & Marx	279,407
LaSalle Extension University	277,942
Maxwell-Chalmers Co.	272,200
California Fruit Growers Ex.	265,106
Hupp Motor Car Corp.	264,500

This compilation does not, of course, include the total advertising investment of the concerns in question. As is well known, many of them are heavy users of newspapers, farm papers, outdoor advertising, street cars, business papers, theatre programmes, direct-mail, window displays, novelties, premiums, motion pictures, slides, directories, signs and other mediums.

## Appoint Thomas Agency

Hunt, Wallis and Company, Chicago distributors of Oildag and Gredag, have appointed the David C. Thomas Company as their advertising agents. Trade-paper, newspaper and direct campaigns are now under way.

---

---

You can get your story to the men who decide on the appropriations of the leading advertisers, such as those listed on the opposite page, by using the PRINTERS' INK Publications.

Read pages 113-114-115-116  
of the July 6, 1922, issue of  
PRINTERS' INK

## THE PRINTERS' INK PUBLICATIONS

### PRINTERS' INK

*The Weekly Journal of Advertising*  
Established 1888 by GEORGE P. ROWELL

### PRINTERS' INK MONTHLY

ROMER PUBLISHING CO., INC.  
*Publishers*

185 Madison Avenue, Corner of 34th Street, New York

---

---



## It's Old-timer Speaking—

"I've learned MY lesson, you youngsters—It's SOFT WOOL socks for real foot-comfort."

That is the message that's selling  
**KENWOOD SOFT WOOL HOSE**  
**to Advertising Men**  
and others who read the Sporting  
and Outdoor Publications.

Other Kenwood Outdoor Comfort Products are Kenwood Golf Hose, Kenwood Sleeping Bags and Sitting-out Bags, Kenwood Motor Robes, Kenwood Koverlets and All Wool Bed Blankets, Kenwood Tweeds for overcoats and suitings.

If you are unacquainted with this new wool, ALL wool line of Outdoor Comfort Products we'll gladly send you on request the KENWOOD Booklet prepared for this client of—

**THE BYRON G. MOON COMPANY, Inc.**

Sales Counsel and Advertising Agency Service

Executive Offices: Proctor Building, Troy, N. Y.

New York City Office, 65 Fifth Avenue

# Making a Prospect of Every Member of the Family

Broadening of the Sales Horizon by Special Appeals and a Diversified Line, Plus Advertising That Specifically Points Out the Advantages

By Clifford W. Bent

ADVERTISING campaigns, as a rule, speak in a broad, general way to one idealized prospect. Almost 50 per cent of our advertising is directed to "You," the reader, overlooking the fact that not every member of every family is a reader of advertising. This plan is inclined to ignore the commercial possibilities of broadening the sales horizon.

There are numerous articles, of course, that constitute a complete unit for all the home, when one sale is made. No family would want three or four washing machines or a flock of kitchen cabinets.

But take another example. In the past, there has been little advertising of combs. Combs were necessary and indispensable; therefore people would buy them.

But the manufacturers of Princess Unbreakable combs found two big reasons for believing that generous space could be profitably employed throughout the year. First, the unbreakable theme was distinctly worthwhile; second, why not advertise individual combs for every member of every family?

A characteristic piece of text demonstrates how the policy was put into practical form:

"Hygiene demands an individual comb for every member of the family. Every motive of delicacy and caution dictates that, like the tooth-brush, the comb should be an intimate personal thing. Dandruff and other scalp affections which weaken and eventually destroy the hair, readily spread through sharing your comb with others."

A canvass taken of a number of diversified homes brought out the fact that each individual member of a family did not possess a comb. But once this idea, by con-

stant repetition, gets across, it is certain to mean a new outlet for sales.

It is surprising what has been accomplished by widening a line to include many different models for different peoples and purposes. Manufacturing genius has helped the phonograph business. It is not uncommon now for a family to own three machines—a very fine one for the home, another and less pretentious model for the summer bungalow, and a little fellow, portable, easily carried, that is used by the younger members of the family when they go on outings and camping trips.

#### TRUNKS NOW FOR ALL THE FAMILY

Wise advertising has revolutionized the trunk business in America. Where once, not so very long ago, every family possessed but one or two trunks, now there are special trunks of distinctive types for every different member.

Then there are, in addition, special hat trunks, steamer trunks, overnight miniature trunks and wonderful trunks for the mothers of large families who are compelled to take along on journeys a strange jumble of clothing and odds and ends essential to the safe conduct of a sizable little brood. The son who goes to college has a trunk all his own; likewise the growing daughter and the small lad who goes to boarding school or to summer camps.

The story of "Keds" is intimately connected with this theme of ours, because, out of a one-class field, came a family-wide market. "First discovered by the American boy and now adopted by the whole family" is a headline that intimates the story. "Boys have always insisted on comfort, especially for their active feet. That's why for years every

boy either went barefoot or wore 'sneakers' or tennis shoes in the summer, which gave him coolness, lightness, foot freedom. And everybody envied the boy."

Manufacturers of this form of "sneaker," for a long while, evidently, did not dream of the whole-family market—one so very much larger and more important that it was destined to dwarf original sales. It was simply assumed that "grown-ups will not wear that sort of footgear," and they let it go at that. Then Keds appeared, with a complete line of canvas, rubber-soled shoes for every member of the family.

It is well-nigh impossible to produce one style of article to catch the trade of every possible purchaser. Some simply will not buy against their personal preferences; they would rather go without—and do.

Not until they got around to making up their product in numerous different tints, did the manufacturers of face powder tap the larger resources of this trade.

The sales of personal writing papers have grown rapidly ever since special boxes were put together for special purposes and peoples. Markets that were never known before were uncovered, one after another. Not only do manufacturers cater, with scientifically prepared designs, qualities and styles of writing paper, to as many classes of men and women, from grave to gay, but their ages are considered, their social positions, the innumerable special occasions any one woman might require different stationery, as, for example, weddings, parties, vacation time, birthdays, etc. A woman often has a dozen boxes of writing paper at one time—each set aside for its own specific occasion.

There are boxes of writing paper for children that are suggestive of the nursery, artistically embellished. There is stationery for the boy and girl off at college. Father has his own more rugged paper for personal use. Think what these increases in the use of writing paper by encouraging other members of the family has meant in sales.

"There is a suitable size package for every need or any person's desires," states 3-in-One Oil advertising. To be sure! Once upon a time mother was the custodian of the single oil can in every family. And it was never in its place. Less oil was used because mother alone thought of it and the can was doubtless hidden away in her sewing machine or on a cupboard shelf.

One of the conspicuous features of the latest campaign in behalf of Sunkist lemons, is its studied, shrewd appeal to the special appetites of every member of the family. No one is slighted, and it is only fair to assume that while father might prefer a cold pitcher of plain lemonade, mother might like the idea of "grape juice lemonade" daintily alluring to the eye, and served in small sherbet glasses. Big brother would doubtless ask for a ginger ale lemonade highball, with a straw, while sister Ellen, entertaining girl friends, would prefer something else. Each advertisement for Sunkist lemons, therefore, has a wide appeal, in a selling sense, to a great many live prospects in the entire family.

Manufacturers are coming around to the wisdom of either making up special ideas for different members of every family, or different classifications of buyers, or demonstrating the advantages of the product to these same grades of people, young and old.

For here are the undeveloped selling zones; here are the new outlets, the unsounded depths of distribution.

### Grant Davis Makes Pittsburgh Change

Grant Davis, formerly of the Davis & Meyer Advertising Agency, Pittsburgh, is now with the National Metal Molding Company, Pittsburgh, manufacturer of metal molding, conduits, switch boxes, etc., in charge of its advertising department.

### Will Represent "Sunset"

Blanchard, Nichols & Coleman, publishers' representatives, have been appointed Pacific Coast representatives of *Sunset*.

July 13, 1922

July 13, 1922

## PRINTERS' INK

115

### The Ten Best Books on Advertising

CALKINS & HOLDEN, INC.  
250 FIFTH AVENUE  
NEW YORK, July 7, 1922.

*Editor of PRINTERS' INK:*

In my opinion the ten best books on advertising are:

Advertising and Selling, H. L. Hollingworth, New York, D. Appleton & Co., 1913.

Advertising as a Business Force, P. T. Cherington, New York, Doubleday, Page & Co., 1913.

The Advertising Hand Book, S. Roland Hall, New York, McGraw-Hill Pub. Co., 1921.

Imagination in Business, L. F. Deland, New York, Harper & Bros., 1909.

Making Advertisements and Making Them Pay, Roy S. Durstine, New York, Charles Scribner's Sons, 1920.

A Short Course in Advertising, A. F. Osborn, New York, Charles Scribner's Sons, 1921.

The Theory of Advertising, Walter Dill Scott, Boston, Small Maynard & Co., 1913.

Human Nature in Selling Goods, J. H. Collins, Philadelphia, Henry Altemus Co., 1909.

Selling Forces, Richard J. Walsh, Philadelphia, Curtis Pub. Co., 1913.

Making Type Work, Benjamin Sherbow, New York, The Century Co., 1916.

Now I hope someone will follow up this lead and find out about Mr. Boomer's Library in the Hotel McAlpin. I think this is rather an interesting development of hotel keeping, not merely to supply a library—that has been done before—but to supply a carefully selected business library for the business men who form a large part of its regular customers.

EARNEST ELMO CALKINS.

THE NAST PUBLICATIONS  
NEW YORK, July 7, 1922.

*Editor of PRINTERS' INK:*

Like the minister who volunteered to help the burglar search the house for money, I should be glad to join a search for the ten best books on advertising.

I didn't know that there were even ten good ones.

Offhand, I would cite Roy Durstine's "Making Advertisements and Making Them Pay," Walter Dill Scott's "Psychology of Advertising," the Curtis Publishing Company's "Selling Forces," Truman De Weese's "Keeping a Dollar at Work."

I would suggest that about six bound volumes of *PRINTERS' INK* and *Printers' Ink Monthly* be used to make up the ten. It doesn't require a vivid imagination to picture the surprised satisfaction which the user of the business library of a hotel like the McAlpin would feel if he found at hand, in book form, the current year's *PRINTERS' INK* and *Printers' Ink Monthly*.

Useful as an accumulation of these volumes would be, the library could, if necessary, hold down to the current

year period by replacing as new bound volumes appear. The discarded volumes wouldn't owe the library anything at the end of a year's use.

L. D. FERNALD,  
Assistant General Manager.

### Advertising in the French Post Offices

One of the effects of the war has been to induce European Governments to exercise their ingenuity in finding new sources of revenue. A surprising example of this is the decision of the French Post Office to use all available wall space inside of its post offices for advertising purposes.

The Post Office as an advertising medium may become a valuable one because it is so frequently visited by the French people, to whom it is the deposit bank of the nation. The use of the check-book in France is rare and the people find the post office the favorite means of transmitting small amounts. The postal service is said to be as slow as it is safe and the long queues before the windows should furnish an attentive audience for the advertisers.

The postal authorities have arranged to let all the blank inside walls for display advertisements and has had small frames set to hold small individual advertisements. The blotting pads have been farmed out to a separate firm.

### Slogan for Union Suits

MORRIS & COMPANY, INC.  
BALTIMORE, July 7, 1922.

*Editor of PRINTERS' INK:*

My attention has been called to inquiry of Charles C. Green Advertising Agency, Inc., in your issue of June 29, as to slogan, "For Goodness Sake." Would respectfully advise that we have for a number of years used slogan "For Goodness Sake, Wear Morris Make" for union suits and other garments made by us.

MORRIS & COMPANY, INC.,  
MOSES MORRIS,  
President.

### New Zealand Agency News

The Goldberg Advertising Agency, Limited, with offices in Wellington, Christchurch and Auckland, New Zealand, has appointed N. H. Skinner as production manager.

Mr. Skinner formerly was advertising manager of the Christchurch, N. Z., Press, and previously was engaged in advertising work in both Australia and New Zealand.

### Warren, O., "Tribune" Appoints

The Warren, O., Tribune has appointed the Alcorn-Seymour Company, Inc., publishers' representatives of New York and Chicago, as its national advertising representative. This appointment will be effective August 1.

## Making One Advertised Article Get Market for Another

Fitzpatrick Bros. Quickly Put Across Soap Flakes through Hook-up with Kitchen Klenzer

HERE is another adaptation of that versatile and ever-interesting advertising principle known as the family of products idea.

Fitzpatrick Bros., of Chicago, as was told in *PRINTERS' INK* of April 27, established supremacy in the Middle Western market for their Kitchen Klenzer through the use of newspaper advertising.

Although it made other soap products and merchandised them to retailers and jobbers through direct-mail methods and salesmen, the company centered its efforts on Kitchen Klenzer. This was its main product. A great market was foreseen for it and nothing was to be permitted to interfere with the consummation of an ambitious advertising project.

The most prominent of the subsidiary products was one known as Automatic Soap Flakes—an article which the company regarded as having alluring possibilities. How should it be merchandised? Would it be necessary to start at the bottom again and undergo the strenuous grind and never-ending fight that was experienced in establishing Kitchen Klenzer? It requires time for the public to take kindly to a new article, no matter how meritorious it may be or, how well it may be advertised.

The company was perfectly willing to pay the price in money and effort that might be necessary to establish Automatic Soap Flakes, but wondered if there was a possibility of shortening the process by working in some way on the prestige already gained by Kitchen Klenzer.

While the matter was under discussion the advertising manager made an experiment. In preparing his layouts for a current series of newspaper advertisements for Kitchen Klenzer he provided that a small part of the

space should be used to tell about the soap flakes. In one of the lower corners he placed a drawing of one of the soap flakes packages and the slogan "Takes the Slavery Out of Washday." This was all, except the name of the product, which was lettered in across the bottom in a way that would give balance to the layout.

The thing worked just the way he hoped it would. On account of its association with Kitchen Klenzer the people apparently regarded it as an old-established product and called for it at the retail stores. The retailer asked the jobber for it and now Automatic Soap Flakes can be said to be firmly established after only about a year's effort.

"Effort" is hardly the word to use in this connection at that. All that was done was to tack the Automatic Soap Flakes message on to the other. There was not a penny more of expense in advertising or selling outlay. The effort and the expense had been put out on Kitchen Klenzer. Thus there was established a selling influence that could reach out much farther than the main product.

The Fitzpatrick people firmly believe that if they had started out with the merchandising of Automatic Soap Flakes on the basis of its being a new product—which it actually was so far as the public knew—and had attempted to advertise it on a purely independent basis the expense would have been considerable instead of practically nothing at all and the establishing of the item would have been deferred instead of going over almost automatically.

### "Motor Boating" Appointment

R. E. Berlin, formerly Western manager of *Motor Boating*, has been appointed advertising director of that publication, with headquarters at New York.

ap-  
of  
volumes would be, the library could, if necessary, hold down to the current advertising representative. This appointment will be effective August 1.

## Get

-up

about  
f the  
draw-  
pack-  
s the  
This  
f the  
d in  
that  
layout.  
the way  
count  
tchen  
y re-  
lished  
t the  
asked  
Auto-  
aid to  
only

ard to  
. All  
t the  
ssage  
s not  
n ad-  
The  
been  
Thus  
elling  
out  
main

firmly  
d out  
Auto-  
basis  
which  
public  
o ad-  
ndent  
have  
prac-  
stab-  
have  
going

ment  
man-  
n ap-  
t pub-  
York.

ments for Kitchen Klenzer he provided that a small part of the

July 13, 1922

## PRINTERS' INK

*London Daily News, June 9, 1922*

The success of  
to the elaborate  
in the printed  
really should  
planations of  
the psychology

is given a  
of films and  
to stick to the  
been passed over  
so artistic side

in in a lecture  
the Club, the  
most interesting  
the editor of  
kly." He told  
fish makers of  
so often praised  
erity, do not  
until all details

D.

taken as the  
in, and within  
is allowed full  
the realisation  
interfered with  
if the concern,  
creative artist,  
n film-making,  
os the scenario  
schems of the  
alters or elabora-  
n ideas or the  
s people for  
is even apt to  
ng out by the

ful rage, and I  
ion and respect  
overrate their  
do more than  
ly.

A American film  
Company, is a  
power of the  
t is called "an  
ancient and

ish production  
o film in carry-  
morality, as it  
seek.  
with Fay Compton," and "The  
ther noticeable

Pauper Million-  
trade-shown to-  
by Elliot Stan-  
Fryers, and the  
C. M. Hallard.

hostess having been called away at the last  
moment—and an unhappy young peer who  
is impersonating a curate brother. Such  
an amount of lying involves, we feel,  
far more exertion in the writing of the  
of American daughter than an ordinary  
comedy. Mr. Alington  
conducts his characters in and out of their  
right corners with wiftness and skill; how-  
ever, and we laugh quite often, Mr. Alington's  
ment is not really suited to so narrow a  
theme. His spirits are insufficiently rumbu-  
bustious. Demure comedy is a more ap-  
propriate subject for his rather self-con-  
sciously amusing manner than pure farce.

**"SCRIBNER'S MAGAZINE."**

Why cannot our English publishers give  
us as clean and charming-looking a maga-  
zine as Messrs. Scribner, of New York,  
who are now publishing again in London?  
We believe that good print and good paper  
in themselves have an educative influence,  
and do much to form taste. The young  
person who has grown up accustomed only  
to English magazines in the condition to  
which the war degraded them, has been de-  
prived of one of his aesthetic rights. The  
best story in the world has a dismal look  
when presented to the eye in grey ink on  
only slightly less grey paper. Whether  
because of its excellent format or  
because of the actual merit of its contents,  
the June number of "Scribner's Magazine"  
seems to us very fresh and bright. We  
notice that American writers use the  
medium of comedy for their stories more  
than is now customary over here. This  
increases the civilised air of Messrs.  
Scribner's production.

**INDIGESTION CURE****58****Give Advice**

If you suffer from Indigestion, Dyspepsia, or any  
benefit and giving a formula which has already cured

Dr. Braithwaite says:—A glance at the formula  
years been trying to find a cure for indigestion, and  
can now be digested for you, giving your stomach a  
a very short time.

No more fullness after food, no more wind, spasm  
Lactopeptine Laboratory (Dept. L 2), 46-47, Holborn Vi

**SEND 1/3 FOR T**



**C**HARM and simplicity desiring  
pulling argument; digging and  
the reproduction below. Cray  
organization which knows how to  
*your appropriation for you.*

## Outdoor Advertising

550 W. 7th

Chicago  
St. Louis  
Pittsburgh

Broad Office  
Cincinnati  
Cleveland  
Akron

## The Objective

# TWO

NEW YORK = American  
PA THE PINS BY SAGE IN

licity of design; brevity of message; sales  
ent; dignity and color, are all embodied in  
on below. Created and maintained by an  
news how to get the greatest value out of  
you.

or Advertising Everywhere

The Old Reliable Co. N.Y.

550 West 7th Street

Broad Offices:

Cincinnati  
Cleveland  
Akron

Philadelphia  
Richmond  
Providence

The Old Reliable Co. N.Y.

70 papers - ONE price

*All the news  
All the pictures*

New York American



**THE**  
**ERICKSON COMPANY**  
*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
WELLSWORTH GLASSES  
McCUTCHEON LINENS  
BARRETT EVERLASTIC ROOFINGS  
PETER SCHUYLER CIGARS  
TERRA COTTA  
TARVIA  
IMPORTERS & TRADERS NATIONAL BANK  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
BERNHARD ULMANN CO.  
(ART NEEDLEWORK PRODUCTS)  
CONVERSE RUBBER SHOE COMPANY  
BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*



M

Se

T

rh  
m  
yo  
as  
th  
an  
Co  
ba  
E  
ca  
ot  
be  
th  
pr  
in  
li

un  
po  
yo  
sy  
ti  
w  
ac  
be  
tr  
an  
m  
to

pr  
di  
or  
u  
or  
st  
in  
re  
in  
it  
m  
te  
in  
to  
be  
th  
m  
an  
bo

d  
u

# Music "Get" You? Then Play in Band, Conn Advertising Suggests

Stirring of Emotions Doubtless Means Latent Ability, Says Manufacturer in Unique Effort to Widen Instrument Market

THAT instinct causing you to "keep step" in response to the rhythm of band music—perhaps it means you have musical talent yourself. A note of music may as well be a note falling due at the bank in so far as it conveys any definite meaning to you. Yet C. G. Conn, Ltd., manufacturer of band and orchestra instruments, Elkhart, Ind., believes if a band can cause the thrills to chase each other up and down your backbone and make you march along the street as if on parade you probably would like to play an instrument, and not only would like to, but could.

The talent may be undeveloped, undiscovered and even unsuspected, but if a band works upon your emotions or your muscular system in the ways just mentioned there is no reason in the world, according to current Conn advertising, why you should not buy yourself a cornet, a flute, a trombone or even a saxophone and get busy in trying to learn to make some music as well as listen to it.

Band-instrument advertising prior to 1920 was largely addressed to players in bands and orchestras. Whenever copy was used in general publications it was of the mail-order type and presupposed an interest in a band instrument on the part of the reader. The Conn company, wanting to widen its market, decided it must do more than convince musicians, both actual and potential, of the merits of Conn instruments. It must go so far as to sell the idea of playing in a band or orchestra—to persuade the person influenced by music to make a serious effort to bring out and execute the melody that might be in him.

Present Conn advertising is directed to this end and is based upon the theory that the average

person stirred by an instrument has more or less of an ambition to play it himself. And that he may hear the instruments played by the best bands and orchestras, Conn has put into force an elaborate system—with a sharp merchandising hook-up—of broadcasting concerts all over the country by radio. The ambition may be of the intangible sort that everybody has in relation to something or other and that he may not admit even to himself, but the advertising is designed to give such form and substance to it that the man may be made to recognize music as within the range of possible accomplishments for him.

## MUSIC "GOT" THIS MAN

A little incident in an Evanston, Ill., church last Sunday would seem to prove the new Conn market development idea is based on sound psychology.

A man who impresses you as rather a cold, reserved sort of citizen until you come to know him, sat in the gallery. Of English descent, he is supposed not to be emotional—or at least to be able to conceal his feelings. The organ rolled out its glorious diapason—the kind that gives you that funny feeling in the soles of your feet and makes your neck swell.

This chap wept. He probably didn't realize it, and did not seem to mind anyway. In sorrow he is a stoic. In anger his safety valve is swearing rather than tears. He could not read the music he heard that day. Yet it reached away inside of him and made him sincere and guileless as a child in the presence of some overpowering influence.

"I'd give anything in the world to be able to play that organ as Mrs. Ward does," he confided to a member of his family as they were leaving the church.

Capitalizing on reactions such

as this is the prime purpose of the Conn campaign, which has been working long enough to prove its worth beyond all argument. The advertising is a frank appeal to the emotions. If it had been an orchestra that drew tears from our hardshelled Evanston friend he doubtless would consider a proposition to buy and try to learn to play an instrument—if the idea could be presented to him as the exact opposite of a business proposition.

The Conn idea of appealing to sentiment is shown in a recent advertisement entitled "Cultivate Your Musical Bump," and addressed to the members of the American Legion.

The men are reminded how music helped during the long days behind and in the trenches—of how a fellow used to "buck up" when the chorus came surging down the lines or the band crashed out some stirring tune.

"Since then" the service men are reminded, "music means more to you just as it does to everyone. Why not have a band in your home post?"

The company offers to give its expert services without charge in the matter of organizing such a band and securing proper training. The instruments will be sold on the basis of a free trial and easy payments. By merchandising along this line the company has actually caused the organization of many American Legion Post bands, most of the members of which had no previous musical training.

#### EXPLANATORY BOOK AN IMPORTANT COG IN THE CAMPAIGN

The nucleus of the big general educational campaign is a book entitled "Success in Music and How to Win It," which was prepared after a careful visualization of the potential musician we have been talking about. But before it was brought out a number of pieces of copy were run to build a background for it. These were devoted to showing the pleasure and profit that could come to a person through playing in a band or orchestra. There also was a

presentation to boys having to do with playing in a drum corps, the latter effort being closely identified with the Boy Scout movement. Prominent bands and orchestras were featured in the illustrations and the copy throughout the opening weeks of the campaign followed the same general line. Then the advertising began featuring the book. The radio development, although not a part of the original plan, was quickly seized upon as an effective means of giving strength to the effort. Each advertisement contains a tear-off coupon which the prospect is asked to send in asking for his free copy of the book and also for information regarding the company's free trial offer of any instrument. He is asked to name the instrument in which he is interested.

The book is an effective combination of educational matter and testimonial advertising. The latter, in fact, is so expressed as to convey the desired educational note. It is not a mail-order course in playing the various band and orchestra instruments. It contains a few basic instructions as to the method of tone production but no effort is made to provide self-study lessons. The idea is solely to give the prospect the information necessary for an intelligent choice of his favorite instrument and the one on which he should elect to develop his talent.

Beginning with John Philip Sousa, the company selected ten famous musicians, each an artist on his particular instrument, and enlisted their co-operation in preparing the book. Sousa wrote an article on how to attain success in music, basing it on the experiences of his career. The article, in the form of an autobiography, is well calculated to inspire the prospective player with ambition and at the same time give him practical instruction as to the basis of a successful career in music whether it be professional or amateur.

Each article in the book deals exclusively with a certain instrument. John Dolan, first-chair cornetist with Sousa, writes on



## *It's not the Jobber's Business to push your line*

The wholesaler has his hands full if he performs his normal jobbing functions of banking, warehousing, and distributing.

**Y**OU can't expect him to exert continuous pressure behind your product in particular. You can't expect him to arouse enthusiasm for it among his salesmen or dealers. It's not his business to push your line.

¶ How the jobber can be moved to exert himself in your behalf is discussed

in **PROMOTING SALES**—a book that is of more than common interest to every sales and advertising manager whose product is sold through the jobbing trade.

¶ To such men, copies of **PROMOTING SALES** will be sent free, upon request made on their business letterhead.

***The Corday & Gross Co.  
Cleveland  
Effective Direct Advertising***



## Fourteen Years

is the average age—

Learning to cook is the overwhelming preference for home duties—

Active in every athletic sport imaginable—

Deeply interested in books and music—

covers the general facts our **GIRLS' COMPANION** readers have given us about themselves.

(Complete report in interesting booklet yours for the asking.)

If you have a daughter you know first hand the buying influence she exerts in the home, and that reaching the parents through their girl is an appeal that cannot be denied.

The advertiser of foodstuffs, for instance, would be amazed at the present and future market for his product in the homes of these 340,000 "housewives of tomorrow" who can be reached today through

## THE GIRLS' COMPANION

**David C. Cook Publishing Company, Elgin, Illinois**

WESLEY E. FARNILO, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
 Ronald C. Campbell, 326 W. Madison St., Chicago  
 Sam Dennis, Globe-Democrat Building, St. Louis

### 'Cook's Weekly Trio': A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

methods of attaining success with a cornet and James Borrelli treats the clarinet in similar fashion. Ellis McDiarmid writes about the flute and Arthur Pryor about the trombone. Every wind instrument in a band is covered in this way and also the drum.

Each article by the musicians is accompanied by a short history of the development of the instrument under discussion and a discussion of the manner in which it is now used in a band or orchestra. Thus the prospective player has all the necessary details about his favorite instrument and also the word of an authority as to the basic qualities necessary to attain success in playing it.

#### RADIO CREATES INTEREST IN PLAYING BAND INSTRUMENTS

The campaign was going along under full headway, bringing in much direct mail-order business and much more that was handled through retailers, when the radio craze broke out. The Conn company recognized this as just about the most powerful re-enforcement to its ambitious educational movement that could possibly come about. The whole basis of the campaign to prospective musicians being the merchandising of instruments that had thrilled them in bands and orchestras, it naturally followed that the more prospects that could have the privilege of hearing great bands and orchestras rather than the lesser ones of the smaller towns, the larger would be the potential market for the instruments.

Conn decided at once to have concerts broadcasted simultaneously from various sending stations throughout the country, the talent being provided by the company and the instruments of course being of Conn manufacture.

This was a big thing. But it had to be done in a hurry. Some wideawake competitor might endeavor to get it over first and thus obtain the prestige and the publicity that always comes to the pioneer in any epoch-making merchandising achievement.

The first concert was broad-

casted from New York, Chicago, Denver and San Francisco. The arrangements in those cities were made in just a few hours by means of the telegraph and the long-distance telephone. Here we see the benefits of an extensive dealer organization such as Conn's. In each of the four cities as well as in numerous other places there were leading musicians playing Conn instruments whose services could be obtained. All these were people of more than local reputation, many of them being nationally known through phonograph records and personal appearances.

The radio concerts were given wide publicity through national mediums and newspapers. Full-page copy appeared showing portraits of the various artists to appear and giving the stations, together with their call and the wave length from which the concerts would be broadcasted. All who had wireless-telephone outfits were invited to tune in to the station most convenient and enjoy the programme of radiophone music supplied by America's most famous orchestras.

The Conn dealers and agencies throughout the country jumped at the radio idea with eagerness, realizing the great publicity value to themselves. By telegraph and mail all the dealers were sent full information. Each was urged to co-operate by holding a radiophone concert in his store if conditions permitted or in a suitable hall, inviting the people of the community to attend. Copy and electrotypes were rushed to all the dealers so that the concerts could be properly advertised in the local newspapers.

The co-operation of the dealers was spontaneous and enthusiastic. Many who did not possess radiophone receiving outfits arranged that the music might be received through local dealers in radiophone equipment. Thus the idea worked as a double advertisement.

One notable effect has been to get the dealers started to using newspaper advertising. Many thousands of inches of space have been used in exploiting this idea by dealers who heretofore have

July 13, 1922

advertised spasmodically or not at all. One distributor who had used newspaper space only a little placed a regular schedule in sixty papers in his territory. He now admits he has acquired the advertising habit and that newspapers from now on shall have a prominent part in his selling activities.

All the newspaper advertising has been paid for by the dealers and distributors, but most of it has featured the name of Conn.

The radio feature of the Conn advertising is rapidly developing and the company expects to make full use of it in its future publicity efforts. In just what way this will be done depends upon developments in the radiophone field.

The company recognizes that if its educational selling campaign is to go over in the biggest possible way, the maximum number of people must hear instruments played by artists who really know how. This is why it is spending so much money to give publicity to the radio concerts, apparently subordinating for the moment the educational feature. But all this is a part of a carefully laid plan. Other advertising will come along in due course, capitalizing in a general and local way upon the publicity Conn instruments have gained through the air waves.

Conn regards the whole programme as ultra modern merchandising. In the first place there are the people whose musical taste must be cultivated so they will become prospects for instruments. Others, perhaps already having a fair understanding of music, are potentially in the market for instruments. The company's radio concert plan caters to both elements—cultivation for the first and a species of sampling or demonstration for the second. The national and local publicity closely identifies the concerts with Conn instruments and thus the advertising appeal is complete.

Most of the national advertisements featuring the radio concerts include the coupon to be used in sending for the "Success in Music" book. The same thing is done in local newspaper space

—a continuous and consistent advertising appeal in which each element is made to serve the other.

### Advertising Gets Jobs for School Graduates

Direct-mail advertising, put to work by the principal of a public high school, has obtained positions for all of the institution's graduates who wished to secure them.

Edward R. Clark, principal of the Winthrop, Mass., high school, early in the spring sent out sales letters to 900 firms who might be interested in employing ambitious young men and women, graduates of the school's four-year or one-year commercial course or academic course.

The letter, which was short and to the point, was as follows:

"Gentlemen:

"The Winthrop High School respectfully suggests that you can obtain competent office help.

"Stenographer-typists, three years general business training, one year continuous special instruction.

"Clerks or bookkeepers, four years general business education.

"Young men and women to learn business, graduates from our college preparatory, technical and business courses.

"Telephone Ocean 97. Definite, frank, confidential information.

"Many of these young men and women are ready for work now. You will not have to wait until June.

"Our efforts to assist business men have been successful. Employers give tangible evidence of their satisfaction by consulting us when desiring workers. We should like to serve you. May we?"

As a result, fifty-six pupils—all who wished assistance—were placed by the public school.

### Direct-Mail Campaign for Duroplay Suits

The E. L. B. Manufacturing Company, Cambridge, Mass., maker of Duroplay suits for children, a novelty garment, has placed its advertising account with The O'Connell-Ingalls Advertising Agency, Boston. Direct advertising is planned for the fall.

### With the Hill-Winsten Co.

Mrs. M. D. Hill, formerly head of the woman's copy bureau of N. W. Ayer & Son, and subsequently conducting a copy service of her own, has become a member of The Hill-Winsten Company, New York advertising agency.

### With Snodgrass & Gayness

J. W. Wuppermann, New York, "Angostura Bitters," and The Hutchison Radio Company, New York, have placed their accounts with Snodgrass & Gayness, Inc., an advertising agency of that city.



## Put Buddy in the Barrel to Work for You

Buddy is a new idea in the advertising world. His mission in life is to bring the national advertiser in direct and intimate touch with the consumer.

No other national magazine, we believe, has ever been able to make such a close link-up for the manufacturer, to get ideas about his products from dealer and salesman and consumer the world over. Buddy appears in his magazine in his barrel and asks our army of readers what clothing, what shoes he should be wearing, what he should smoke and eat. Coupons and letters roll in. Every reader becomes a salesman. Little human-interest stories about products are unearthed.

This fellow Buddy in the Barrel has become, then, a symbol. He represents the wants of our readers; he is the force of advertising personified.

Buddy has proved a good salesman for half a dozen national advertisers, making their appeal in our columns through this Barrel "Babe Ruth."

Cluett, Peabody, Inc., Cheney Brothers, The J. B. Williams Co., The Florsheim Shoe Company, and the U. S. Shipping Board have made use of the picturesque Buddy in their advertising.

Why not put Buddy in the Barrel to work for you? He needs your products and you need the market he represents.

Ask us how.

**The AMERICAN  
LEGION Weekly**

627 W. 43d St.

NEW YORK

H. D. CUSHING, General Manager and Advertising Director

**THE JEWISH DAILY FORWARD**  
*America's Dominant Jewish Daily*

**ANNOUNCES**

the appointment of

**MR. HENRY GREENFIELD**  
as Advertising Manager

Mr. Greenfield will also continue to direct  
the Merchandising Service and the  
Research Department of  
the Forward



**JEWISH DAILY FORWARD**  
*New York* *Chicago*

# No Protection for Trade-Marks in Advance of Use

Actual Use of the Mark in Interstate Commerce the Sole Basis for Registration

CHICAGO, June 13, 1922.

*Editor of Printers' Ink:*

We are contemplating the introduction of a new product within a year or so, and have determined upon what we consider an ideal trade name for it. Is there any way by which we can protect ourselves against the possible adoption of the same name, or a similar name, by somebody else in the interval before our goods are ready for the market?

In view of the nature of this inquiry, we ask that you keep the company name confidential.

**I**N some countries the right to a trade-mark is based upon adoption: that is to say, the first person who thinks of it may register his claim, which is evidence of ownership whether he uses the mark or not. In the United States, however, trade-mark rights are based wholly upon use of the mark as attached to goods in commerce, and evidence of an earlier adoption or intention to use it is of no value. In order to secure registration in the Patent Office, a *bona fide* sale of the goods bearing the mark must have been made in interstate or foreign commerce; and this sale must have been made as part of a continuous business—not merely an isolated transaction for the purpose of securing registration. There is no means of establishing a legal right to a mark which exists only in somebody's mind, and is valuable only by reason of an intention to make use of it.

The rule that sales must be *bona fide* is rather strictly applied. There is a case in the courts today involving a registration based upon a shipment of goods to a selling agent located in Europe, and the question at issue is as to whether this actually represented a sale, or on the other hand, in sending goods to his own agent, was the manufacturer actually sending them to himself? That may sound like hair-splitting a

technicality, but the right to a trade-mark may often hang upon as slender a thread as that.

Again, in a recent decision rejecting an application of the Beech-Nut Packing Company to register the name "Beech-Nut" for cigarettes, the Assistant Commissioner of Patents said:

"It is admitted that applicant has never manufactured cigarettes or other tobacco products. It is admitted that the only cigarettes or tobacco products in which applicant has dealt are 2,060 cigarettes which it purchased from the American Tobacco Company on an invoice dated July 12, 1919. These cigarettes were shipped by the American Tobacco Company in three lots—one to an officer of the company in New York city, another to a member of the firm of applicant's attorneys, of record here, at Chicago, and the third to the New Jersey Tobacco Company, Jersey City, N. J. The goods shipped to the New Jersey Tobacco Company had not been ordered, were not accepted, but were returned. There is no evidence that any of the Beech-Nut cigarettes were ordered by the parties to whom they were shipped, nor is there any evidence that they were bought or paid for. It is admitted that aside from this single transaction applicant has never been in the tobacco or cigarette business. I am unable to see that this state of affairs is distinguishable from that condemned as not being sufficient to support a trade-mark registration. . . .

"Applicant seems to argue that inasmuch as it was employing a trade-mark on one class of goods it was free at any time to employ that mark on another class of goods, and that in order to obtain registration in the second class of goods it was not necessary to carry on a business as to the second

class of goods. This argument is not supported by any cases that I can find and does not seem sound. A trade-mark right grows only from use in a business, and the use of the mark in one business does not afford sufficient foundation for a registration of the mark for another business. Moreover, applicant did not apply to its cigarettes a label like that used on all its other goods."

Unless the prospective trademark can be applied at once to goods of the same general characteristics as the new product, we see nothing for it but to keep it secret, and trust to the unlikelihood that anyone else will hit upon the same idea. Meanwhile, we should make all possible speed in getting the new product ready for the market.—[Ed. PRINTERS' INK.]

### Heywood-Wakefield Co. Appoints G. W. Rowell, Jr.

George W. Rowell, Jr., advertising manager of The Lloyd Manufacturing Company, Menominee, Mich., for three years, has been made director of advertising and merchandising of the Heywood-Wakefield Company, Boston, manufacturer of furniture and baby carriages. Mr. Rowell's appointment is effective September 1.

The Lloyd Manufacturing Company is a subsidiary of the Boston concern but operates as a distinct unit, directing its attention to popularizing Lloyd Loom Products. Mr. Rowell's successor has not yet been announced.

### Dayton Agency Secures Springfield Accounts

The Continental Sales Company, Springfield, O., has chosen The Geyer-Dayton Advertising Company, Dayton, O., as its agency for advertising and merchandising its new steel wool soap, called "Bis-Kut." Newspapers in a number of cities will be used.

The Edwards Motor Company, also of Springfield, is placing its business with the Geyer-Dayton agency, using a list of State and national farm papers.

### Joins Chicago Office of "Physical Culture"

John F. Carter has joined the Western office of McFadden Publications, Inc., New York, and will devote his time to *Physical Culture* in Chicago. Mr. Carter was formerly with the Chicago offices of *World's Work* and *The Farm Journal* and has more recently been with the Burns-Hall Advertising Agency, Milwaukee.

### Hotels Unite in Advertising Vermont

The State of Vermont is being advertised in newspapers as the "premier vacation region of New England" under the auspices of the Hotel Association of Vermont. The space is two inches deep by two columns wide.

"The Green Mountain State makes a special appeal to those who seek rest, recreation and pleasure in the open," the copy says. "It has first-class hotels scattered along the main automobile routes. Its villages and farmhouses have a real home-like atmosphere.

"Vermont is noted for its high-grade milk and cream. Its pure mountain spring water, fruit, vegetables and atmosphere cannot be excelled."

R. H. Derrah of the association, who signs the copy, adds: "My desire is to see that you and your friends spend a few weeks' vacation in this beautiful country." It is also brought out that "Vermont is the first State to make a reduction in rates."

This co-operative advertising is the result of action taken several months ago by the hotel owners at their annual meeting. The cost of the advertising is being divided among the members.

### Advertising Fights Theft by Indirection

Poster advertising has been resorted to by the West Roxbury, Mass., branch of the Boston Public Library to counteract marring of books and theft. Approximately 9,000 volumes have been stolen from the library or its branches during one year.

The committee of the West Roxbury Citizen's Library issued a large poster, which shows the West Roxbury branch of the city's library. The copy says: "Give books a square deal. Keep them whole and clean for the next reader."

Another plan for counteracting theft advocated by the committee is for each school pupil to take an oath "to prevent library books and magazines from being lost or injured and to help keep the library building quiet and beautiful." No direct mention of the difficulty from theft is made in the poster or in the oath.

### Joins Peggy Paige

Samuel Dublirer, for two years sales and advertising manager of the Rauh & Mack Shirt Company, Cincinnati, has joined Peggy Paige, New York manufacturer of ladies' dresses. He will be in charge of the sales and advertising departments.

### Western Cartridge Company Appoints Agency

The Western Cartridge Co., Alton, Ill., maker of shotgun shells and ammunition, has appointed the Anfenger-Jacobson Advertising Co. of St. Louis to handle its advertising account.

---

---

# ADVERTISING

---

---

## *Plan on Cost of Selling*

THE story of remarkable inventions that have gone begging is an old one. It is axiomatic that the public is slow to recognize a new article.

IN such cases the first years of a new company are indeed anxious. Not infrequently the expensive machinery and equipment become liabilities—instead of the assets they were thought to be when purchased—and capital for sell-

ing effort is not available.

In the beginning it is advisable to set aside a sum to cover the expenses of obtaining national demand and distribution. A good advertising agency can suggest how it may be secured most economically.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

# MOSS-CHASE



# Ontario's Population Nearly 3,000,000

The Dominion Government's sixth census figures, issued June 29, show Canada's population to be 8,788,483, a gain of 1,581,840 since 1911.

Ontario leads all the provinces with a population of 2,933,662. It is, too, the wealthiest province. TORONTO, the capital city, has a population of nearly 600,000.

The two newspapers which best serve this important part of Canada, and have the largest circulations in the province, are the

## Toronto Daily Star *and the* Toronto Star Weekly

*(Sunday Edition of the Daily)*

THE DAILY STAR'S average circulation for May, 1922, was 118,457; THE STAR WEEKLY'S, 145,000 (the latter the largest by over 50,000 of any similar paper in the Dominion).!

Advertisers in this field, city and province, should see that both these papers are on their list. Members of the Audit Bureau of Circulations.

*The rotogravure section of THE STAR WEEKLY is steadily growing in favor with advertisers. Eight pages every week.*

UNITED STATES REPRESENTATIVES: CHAS. H. EDDY CO.

New York Fifth Avenue Building	Boston Old South Building	Chicago People's Gas Building
MONTREAL. Special Representative---J. B. Rathbone, Transportation Building		

## A Bank Explains Its Advertising Follow-up

"I BELIEVE that banking institutions, as a rule, do not attach sufficient importance to follow-up work and personal solicitation," said Arthur De Pebian, advertising and publicity director of The Equitable Trust Company of New York, addressing the New York State Bankers convention.

"Good follow-up work and personal solicitation are as essential in a well-rounded advertising campaign as the publications you utilize and the copy you prepare.

"The advertising of booklets on timely topics is usually productive of inquiries in good volume, whether published in magazines or newspapers.

"I cite as a good example of this the advertising recently placed by my organization describing a very timely booklet, entitled, 'Currency Inflation and Public Debts,' by Professor Seligman, with a prefatory note by our president, Alvin W. Krech. In advertising this booklet, we utilized only a moderate amount of space in magazines and newspapers. We secured not less than 4,000 inquiries for this booklet from widely diversified sources and from very high types of firms and individuals.

"These inquiries were carefully classified and assigned to our branch offices according to the territories in which they originated.

"The inquiries were then sent to each branch and correspondent office manager with a form letter to be utilized as a follow-up. A second follow-up letter was subsequently forwarded.

"Inquiries originating in our main office territory were turned over to our new business and bond department representatives.

"I have found that our bond department offers one of the best means of establishing contact with a prospect.

"Probably the best way of illustrating this fact is through the

citation of a specific instance.

"A prospect requested a copy of our booklet, 'Currency Inflation and Public Debts,' which was duly forwarded to him. About one week later he received from us a copy of our general service booklet, outlining in a way easily comprehended by the layman, the many helpful services of a trust company.

"The introductory paragraphs of this booklet read as follows:

"Many bank depositors, both individuals and business firms, fail to get the most out of their banking connections because of their unfamiliarity with banking services and terms. This booklet has been prepared to help you understand the various forms of trust service in terms of your own business and private affairs.

"We want you to look upon us not just as a big bank, but as a friend, sincerely interested in your success. We can help you develop your business, invest your savings safely and profitably, build your estate, relieve you of the care of its management and, finally, take upon our shoulders the protection of your estate for the benefit of your family.

"Our service is a very human thing. It lies beyond the teller's or loan clerk's window—in the friendship and knowledge and experience of our officers; and their capacity and desire to help you will be limited only by the extent to which you take them into your confidence."

"Each important function of our bank is described in this booklet in a brief and non-technical way.

"This man read our booklet with interest, and later when a representative of our bond department called upon the man he was in a receptive mood, and on the second call purchased \$12,000 worth of bonds. Not long afterward he himself suggested that we take care of his securities and mortgages under the terms of our safe-keeping service.

"Recently this man opened a substantial account with us which he intends to build up as a fund for the erection of a new building to house his business."

# Southern Newspaper Publishers Meet

Convention Gets under Way and Adopts New Organization Plan

By Special Wire to PRINTERS' INK

ASHEVILLE, N. C., July 10, 1922.

THE twentieth annual convention of the Southern Newspaper Publishers Association opened here today with more than 120 publishers present. In addition to the publishers, a large number of nationally known advertising men, prominent special representatives, paper and supply men, machinery men and others interested in the advertising and newspaper field were on hand.

W. A. Elliott, of the Jacksonville *Times-Union*, president of the association, was in the chair, delivering his annual report and striking the keynote of better business in the South. Immediately after convening a resolution was passed of regret and sympathy in the sudden death of E. W. Barrett, editor of the Birmingham *Age-Herald*, who died suddenly on Sunday night. Mr. Barrett was on the programme for a speech Tuesday.

The two most important matters of the first day's session were a talk by Fred I. Thompson, publisher of the *Mobile Register* and member of the Shipping Board, urging support of the ship subsidy and merchant marine, and the enthusiastic support given by the entire convention to the new plan of organization worked out by A. G. Newmyer, associate publisher of the *New Orleans Item*.

The paper presented by Mr. Newmyer to the association, outlining his plan, was, in part, as follows:

"Our problems are becoming more and more localized.

"It therefore seems apparent that if this association is to function to its fullest future possibilities that each State unit must be developed in detail; closely co-ordinated with similar activities in its neighboring States, and thus a truly representative and active sectional accomplishment achieved.

"Under this plan the president of

the association would be charged with the responsibility of peopling, 'pepping' and generally 'putting over' the annual programme of the association through:

1. A general chairman in charge of news and legislative matters.
2. A general chairman in charge of business office, labor and advertising matters.
3. A secretary-treasurer in charge of the usual routine relating to that office, and
4. A board of directors, composed of one representative from each State in the association, who in turn would appoint:
  - (a) A State sub-chairman on editorial matters.
  - (b) A State sub-chairman on legislative matters.
  - (c) A State sub-chairman on business office matters.
  - (d) A State sub-chairman on labor matters.
  - (e) A State sub-chairman on advertising matters.

"These various sub-chairmen would automatically become the Association's Committee on News, Legislative, Business Office, Labor, and Advertising details, under the general chairmanship named for that purpose.

"Let us see how the plan would function:

"Example 1: The Associated Press proposes wire re-routing. The general chairman in charge of editorial affairs would bring the matter to the attention of each State sub-chairman. They, in turn, would advise the membership in their respective States. A symposium of opinion in each State would thus be quickly obtained. Action by committee conference is then feasible and practical, if desirable.

"Example 2: The Advertising Committee is to discuss a joint Association campaign. The general chairman in charge of advertising affairs has the State sub-chairmen sense the situation in their respective jurisdictions. Possibly each State prefers to prepare its own copy and campaign. Certainly through this Committee,

---

# Agricultural Small Towns

Are largely in the Middle West.

Are largely made up of American citizens.

Are buying centers for the farmer.

Call for special editorial appeal.

Are 75% home owners.

Buy most everything that city folks buy.

Should be the base for all rural advertising campaigns, except for the business implements of the farmer.

## These Small Towns

Are reached influentially with mass circulation by

# People's Popular Monthly

---



## *Around the World without a Break*



MR. LOCKE of the Henderson - Ames Co., sent the folder pictured above which was printed on Foldwell Coated Paper, to Shanghai during the famous Foldwell Travel Test. It came back in splendid condition. Read Mr. Locke's letter.

JUST three months after Mr. Locke had consigned his Foldwell Test Folder to Shanghai, he found it smiling up at him from his morning's mail. It had been around the world! Yet its appearance was fresh and wholesome — it still possessed a vigorous appeal.

To people who are unacquainted with Foldwell's extraordinary strength and perfect folding qualities, such performance is amazing.

But to those who know this remarkable coated paper, such performance is merely the basis of Foldwell's superiority. It is the thing upon which they depend for the preservation of their beautiful printed pieces.

If you want to be certain that your folders, broadsides and booklets reach your prospects in fit condition to sell — print them on Foldwell. Shall we send you samples?

**CHICAGO PAPER CO., Manufacturers**  
Desk 7, 810 South Wells Street, Chicago  
Nationally Distributed

Coated  
Book Paper

Coated  
Cover Paper

Coated  
Writing Paper



however, some connecting link such as 'Sell It South' could be placed in all advertising of either group, individual, members, to the cash-box benefit of all.

"The primary object of this proposal is to place the various publishing problems in the hands of people best fitted to solve them. Editors would act upon news matters; those best equipped to handle labor problems would be given an opportunity to serve; and so on down the line.

"My sole object in presenting this proposition is an endeavor to obtain for everybody (the publisher of the large and small paper alike) *full value* from the S. N. P. A.—a definite return that will finally bring to each of the membership of the association and to the South as an entirety the greatest individual and collective growth."

A resolution was passed immediately after the presentation of the paper adopting the complete new plan of organization.

Many publishers who had not attended the meeting for several years were noted, including Col. Robert Ewing, of the *New Orleans States*; Maj. Stahlman, of the *Nashville Banner*, and many others.

Coincident with the publishers' meeting, the Southern Council of the American Association of Advertising Agencies convened. Henry Lee Staples, of Richmond, chairman; W. R. Massengale, of Atlanta, secretary; and the complete membership were present.

#### New Secretary of Ad. Club

The board of managers of the Advertising Club of New York has appointed Clifton D. Jackson as secretary.

Mr. Jackson has been active in organization work for a number of years. He was formerly assistant to the president of the Manufacturers' Association of Connecticut and, previous to that, he was associated with the Chamber of Commerce of Springfield, Mass., as general secretary.

Barton E. Schwartz, New York, has been appointed Eastern representative and Joseph A. McLoughlin, Western representative by the *Hoosier Legionnaire*, Wabash, Ind., the official weekly American Legion paper of Indiana.

*In  
Bridgeport,  
Conn.*

## More Work

Man hours as reported to U. S. Employment Bureau by 31 large and representative Bridgeport factories:

Week Ending	Man Hours
January 7	401,742
February 4	569,108
March 4	562,666
April 1	624,372
May 6	683,026
June 3	588,671
July 1	748,584

#### I. A. KLEIN

50 East 42nd Street  
New York  
Ft. Dearborn Bld. Building  
Chicago

*The  
Post-  
Telegram*

*Only A. B. C.  
Papers*



## ENGRAVING ONE OF THE FINE ARTS

The purpose of the cameo was to have in convenient and portable form the beauty previously applied only to stationary sculpture and decoration. Master engravers cut these miniatures as willingly and as carefully as they did their larger work.

Today the purpose of the cameo is served by the printed page. And knowledge is added to beauty in the portable book.

Here, too, the master engraver's hand is used, multiplying the appeal and the usefulness of the word.

Since 1889 Gatchel & Manning have shared in the progress of modern photo-engraving. There is no phase of this work in which they cannot help you.

**GATCHEL &  
MANNING, INC.**  
C. A. STINSON, PRESIDENT  
**PHOTO-ENGRAVERS**  
**PHILADELPHIA**

## Sell Advertising, Soap Sales Then Automatic (Continued from page 6)

quality in soap but they will also be buying premiums. And it is inevitable that the quality element will be weakened. We believe in making the best soap that we can possibly produce and then selling it for exactly what it is. The distribution process may be a trifle slower through following this method. For the sake of argument perhaps we can admit that it is. But it is also surer. By stressing the quality appeal and selling the product for itself alone we consolidate our gains as we progress. We do not have to go back and build over. I think in our advertising methods and our determination not to use premiums we are living the principle of making haste slowly.

"Right here is where we are building up the solidest kind of demand for our goods—the kind that makes our sales automatic—and this is what I had in mind when I said we sell advertising rather than soap. To be a bit more specific I might say that we sell our dealers a consumer demand that advertising has created."

The Peet company's ideas as to the selling value of an actually established condition of advertising good-will did not come by inspiration. Like other things, it was learned in the school of hard experience. The company's advertising plan was made over several times while the principle was being learned.

"It used to be," said Mr. Peet, "that our sales department would approach a jobber or a dealer with the wrong conception of what he believed to be a tangible advertising asset. It would tell him first about the merit of our soaps and this was an easy thing to sell. But quality and merits are not enough. The jobber and the dealer want to know if they can turn these highly desirable attributes into quick sales and profits. They are not interested in stocking good soap. They want to sell it.



## NEW EFFECTS

*for window cards, counter displays,  
price cards, car cards, posters, etc.*

A SIMPLE window-card design can be made notable—by putting it on Strathmore De Luxe. Or made bizarre, by putting it on Strathmore Aladdin. Or given quiet substantiality, by putting it on Strathmore Bannockburn Cover.

Where, in your display material, do you want something new? Call in your printer, and tell him to bring his Strathmore samples. Or, write us. We'll send some appropriate Strathmore samples; experiment with them.

STRATHMORE PAPER COMPANY  
Mittineague, Mass., U. S. A.

**STRATHMORE**  
*Expressive Papers*



# WITHOUT WASTE!

The concentration of circulation in Syracuse, and the Syracuse Trading territory of

## THE SYRACUSE HERALD

gives to an advertiser the complete coverage he needs, and wants, without the losses of a scattering circulation outside of this territory. And of the 6650 net paid country circulation of the Herald, 5599 is in towns!

The March statement of the Herald shows

City .....	24,585
Suburban .....	12,352
Total.....	36,937

(Of the Suburban 11,473 is concentrated circulation in towns and 879 Mail)

*Without waste*, in reaching the largest number of buyers in the trade territory of Syracuse, the Herald maintains its lead in local lineage, in national lineage and in total lineage.

**THE HERALD IS DELIVERED TO  
SEVENTY PER CENT OF THE HOMES  
IN SYRACUSE**

Special Representatives

**PRUDDEN, KING & PRUDDEN, Inc.**

286 Fifth Avenue

Globe Building

Steger Building

New York City

Boston

Chicago

We then would tell them about the advertising we were going to do and the co-operation we would give them to enable them to sell at a profit what they bought from us. They had confidence in our integrity, of course, but it was a common reaction for a dealer or a jobber to tell our salesmen that he guessed he would wait and see the results of this advertising we planned to do. If it did what we said it could do, then of course he would stock the goods. He would be foolish if he didn't. But he insisted on being shown first.

"I suppose a lot of well-meaning people will jump up in their places right here and say we are grievously transgressing on that good old principle about getting distribution first so the goods may be in stock when the dealers or people ask for them and so there may be no waste in the advertising effort. I can't help it if they disagree with me. I am not trying to argue with anybody anyway, but merely am trying to tell what we have found out in the upbuilding of our sales volume. We sell the users of soap upon our quality. And this asset is the thing we sell the dealer and jobber. But it has to be tangible, real and without guesswork."

To produce the advertising asset about which Mr. Peet speaks the company has been doing general advertising as a background for the work of what might be called its field advertising agents. It has ninety-five of these traveling advertising representatives working under the direct supervision of the advertising manager.

The business of these men is to prepare the way for the coming of the salesmen. They are, in fact, advance agents of the sales department. They work in teams of two and stay in a town as long as may be necessary to get a thorough start toward the building up of a permanent demand for Peet's soap. The length of their stay depends upon the size of the town and ranges all the way from a week to three months.

When the two men enter a town the first thing they do is go to the

*The* **KNIT GOODS GROUP**

*The Underwear & Hosiery Review*  
June, 1922

Vol. 1 No. 5  
The Original Knit Wear

*Sweater News and Knitted Outerwear*  
June, 1922

Vol. 1 No. 6  
A JOURNAL OF KNITTED APPAREL

*Knitted Fabrics & Apparel*  
June, 1922

Vol. 1 No. 5  
A JOURNAL OF KNITTED APPAREL

*The journals of the knit goods trade.*

Published monthly by  
**The Knit Goods Publishing Corp.**  
 321 Broadway, New York, N.Y.

leading dealers and give them a full understanding of the programme they expect to carry out. They are there to establish a market for Peet's soap, the dealer is informed, and his co-operation is invited. Advertising is run in the local newspapers emphasizing Peet's two leading products—Crystal White and Creme Oil. People are invited to call at their dealers with coupons and get free samples of the soap, the sampling of course being done at the expense of the company.

The first step in the local newspaper campaign is usually to run a page advertisement telling about Crystal White soap. There is a coupon which can be filled in and exchanged at the local store for a full-size bar of the soap. Similar procedure is followed in introducing the Creme Oil toilet soap.

Then for a few days the advertising presentation is of an educational nature, telling about the merits of the soaps in general, the object being to persuade the people who got samples to try them out and look for the qualities claimed for them in the newspaper space.

The length of time devoted to the educational campaign following the sampling varies with the size of the city and local conditions. It runs all the way from a few days up to three or four weeks.

At the proper time, whatever it may be, other page advertisements are run, preparing the way for the house-to-house canvassing to be done under the direction of the advertising team. People are informed that within a few days they are going to be called on by a representative of the Peet Bros. Manufacturing Co., who hopes to take their order for some of the soap of which they got a sample a short time before, the orders to be filled through the people's local dealers.

The canvassing completed, the advertising again swings back into the educational type, each soap being treated separately.

Each newspaper advertisement for Creme Oil soap gives much

prominence to the slogan "For Everybody, Everywhere, Every-day." Much emphasis is placed upon the soap for the use of men. Its adaptability for all toilet needs is brought out in every advertisement, women and children being mentioned and pictured. But man has the place of honor for once. He is recognized by the company as being fully capable of having preferences of his own as to the kind of soap he uses. If the man of the house buys Creme Oil Soap, then under what better auspices could it be sampled to the women of the family?

It is Peet's experience that men have a great deal more to say about what shall be used in their homes than they are given credit for and that the reason women have so much influence in such matters is because the men do not want to bother with the family shopping. But advertise a product to a man as being something especially desirable for him—soap for example—and he will contrive some way to get it into the family's supplies.

Generally there are already dealers in the town handling Peet's soaps. For these and for others if so desired the advertising men put in special window trims and conduct store demonstrations. With this preliminary work done the team then canvasses the city, enlisting such help as may be necessary, with the object of getting definite orders for soap to be filled through some local dealer. Here we have the creation of a potential demand for the soap and also some actual orders to be filled.

At this juncture the sales department gets in its work, and the selling of the dealers to a point of persuading them to stock the goods is pretty much of a detail or mere formality.

On the same principle that the orders given by the users of soap to the company's advertising team are to be filled through the dealer, those given by the dealer are to be filled through the jobber. With orders from the dealer Peet sells the jobber as a matter of course. Even though the jobber may be pushing his own private brands he is a distributor and is ready

"For  
Every-  
placed  
f men,  
needs  
ertise  
being  
t man  
once,  
mpany  
aving  
to the  
e man  
Soap,  
spices  
omen

men  
say  
their  
credit  
omen  
such  
do not  
amily  
prod-  
thing  
-soap  
trive  
the

eady  
feet's  
chers  
men  
and  
ions.  
done  
city,  
nec-  
ting  
be  
aler.  
of a  
and  
lled.  
de-  
the  
oint  
the  
tail

the  
soap  
am  
der,  
be  
with  
ells  
se,  
be  
nds  
dy

**PERSONALITY:** *The sum of the qualities peculiar to a person or thing, distinguishing it from other persons or things.*



## Influence

LAST year from a circulation of 709,462 women Good Housekeeping received 149,307 requests for advice:

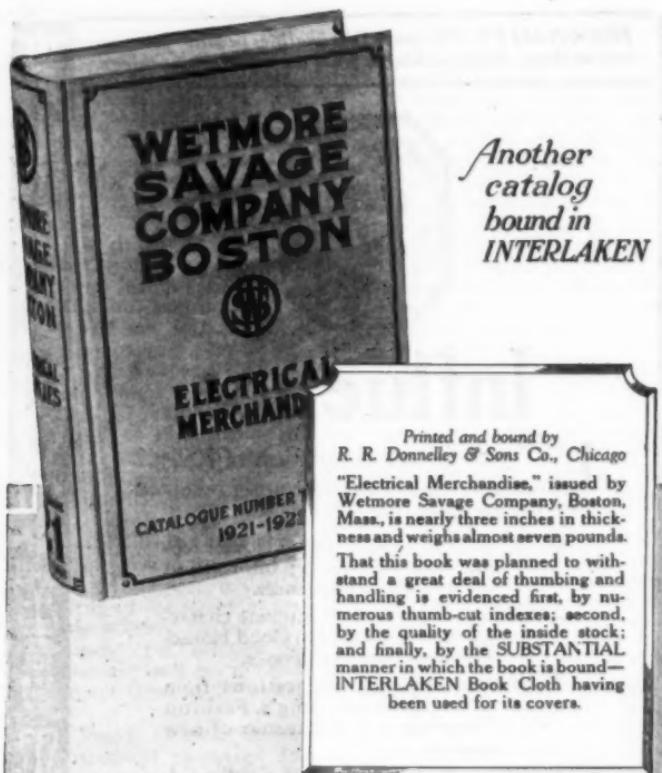
- 26,728 women wrote to Good Housekeeping Institute seeking information on household appliances.
- 23,804 letters of the most intimate character were addressed to Good Housekeeping's Bureau of Foods.
- 33,000 women sought suggestions from Good Housekeeping's Fashion Department in the matter of new clothes.
- 14,592 specified requests for needlework directions were also received by this department.
- 25,066 subscribers wrote to Good Housekeeping for plans and programs of entertainment.
- 18,741 women requested information from Good Housekeeping's Department of Furnishings and Decoration.
- 1,299 parents wrote to Good Housekeeping's School Department for advice about their children's education.
- 6,077 letters were received which made requests too varied for classification.

Do you wonder that the strength of Good Housekeeping's personality can be measured only in terms of its influence? Or that advertisers receive extraordinary returns from copy placed in this magazine?

## GOOD HOUSEKEEPING

119 West Fortieth Street, New York City

**INFLUENCE:** *Is the inevitable result of personality.*



**S**INCE 1883, Interlaken has been the standard by which book cloth values are judged—not only in respect to color quality, uniformity of finish and distinctiveness of pattern, but also in strength and in ability to withstand HARD USAGE.

Anyone desirous of insuring the PERMANENCE of a printed message should write for a copy of our cloth bound booklet, "Getting Your Booklet Across."

INTERLAKEN MILLS. . . . . Providence, R. I.

**Interlaken**  
**Book Cloth** *The standard since 1883*

for such business as may be offered him.

Thus it is seen that in the establishment of an advertising asset among the users of soap Peet really creates an automatic selling agency that disposes of the goods three times—first to the user, then to the dealer and then to the jobber.

In addition to opening new towns the traveling advertising representatives use very much the same methods in stimulating sales in towns that already have been opened. Under the workings of the system the jobber has practically nothing to do but distribute the soap that has been sold for him. Even at that Mr. Peet is outspoken in his expressions of satisfaction with the jobber system. He regards distribution as being a function entirely separate and distinct from that of manufacturing and selling.

"It is all well enough," said Mr. Peet, "to say that the jobber ought to be willing to do the selling in his district for an item out of which he gets a satisfactory jobbing commission. But this is a thing that will not work out in actual practice. No jobber with a host of items in his stock is going to devote to any one the intensive selling effort the manufacturer desires or the proposition merits. The jobber has the distributing machinery for manufactured products just as the banks of this country distribute money that is minted or engraved by the Government and as the postoffices distribute stamps. Without the jobbing system the distribution of advertised goods would be a cumbersome process."

The ninety-five advertising men kept constantly at work on the road by the Peet company naturally represent a considerable selling expense. When the number was much smaller—especially in the wartime days when selling was a mere proposition of order taking—the advertising men practically paid for their "keep" through the orders that came to them for the asking. But now, generally speaking, and for at least two reasons they take no

No. 8—of a series



# BERRIEN COMPANY

INCORPORATED

19 W. 44th St., New York

## *Advertising*

• Acker Merrill & Condit •

• Quincy Cigars •

• Bates Hats •

• Corporation Trust Co. •

• Cresca Delicacies •

• Delaware & Hudson RR. •

• Dominion Bank of Canada •

• Fuld & Hatch Knitting Co. •

• Dorothy Gray •

• Geo. P. Ide & Co. •

• Illinois Zinc Co. •

• Liberty Products Co. •

• Maillard •

## Michigan Facts:

MICHIGAN has sixteen hundred miles of shore line on the Great Lakes.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

**H. EDMUND SCHEERER**  
National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street

R. R. MULLIGAN



orders. It is felt that soliciting orders from the retail trade or even being in a receptive mood would lessen the force of their promotion work. And then there would be interference with the prerogatives of the salesmen who must sell the jobber as well as the dealer.

### NuGrape Company Plans to Expand

O. R. Randall has been appointed sales manager of the NuGrape Company of America. Plans have been perfected for extending the company's operations beyond the Southeastern territory which has been covered.

### H. Hardy Heth Returns to Chicago

H. Hardy Heth has returned to the Chicago staff of the Chicago Tribune. Mr. Heth had been in charge of the advertising copy and art service of the Tribune's European edition.

### New York Agency Changes Name

The New York advertising agency of Campbell & Stedfeld, Inc., has changed its name to Campbell & Campbell, Inc. The personnel of the company remains unchanged.

### With Mt. Vernon, N. Y., "Argus"

John H. Lawton, formerly business manager of the Burlington, Vt., Daily News, has been appointed business manager of the Mt. Vernon, N. Y., Argus.

### Will Represent Higham in New York

Hector Fuller, who acted as Sir Charles F. Higham's personal representative during his recent visit in this country, will now represent him in a business capacity in New York.

### Joins Houston, Tex., "Press"

Peter Hamilton has been appointed advertising manager of the Houston, Tex., Press. He formerly was in charge of the classified department of the New Orleans Item.

### Camden, N. J., Newspaperman Joins Philadelphia "Inquirer"

Edward D. Dolbey, who has been with the Camden, N. J., Daily Courier, has joined the display advertising department of the Philadelphia Inquirer.

soliciting  
trade or  
the mood  
of their  
men there  
with the  
men who  
well as

lans to

appointed  
Com-  
have been  
company's  
western ter-

ns to

to the  
Tribune.  
e of the

anges

ency of  
changed  
ell, Inc.  
remains

Y.,

business  
Daily  
business  
N. Y.,

in

Sir  
present-  
in this  
in a

ress"  
pointed  
uston,  
charge  
New

man  
er"  
bee  
rlier,  
g, de-  
nirer.

# Hall Marked "Sterling"

**T. J. WREN**

Henry Birks & Sons, Ltd., Montreal, Canada

"It certainly is a worth-while publication in every sense of the word. Throughout every department there is an authoritativeness that makes **TOWN & COUNTRY** as valuable as it is interesting."

**J. C. VICKERY**

171-183 Regent Street, London, W. C., England

"I think the book does you credit. I am an advertiser and shall be sending you some fresh copy shortly."

**E. J. POAG**

Campbell-Ewald Co., Detroit, Michigan

"I appreciate **TOWN & COUNTRY** immensely and enjoy reading the paper. You are doing a mighty good work and you are to be congratulated on your efforts."

**WILLIAM LEAVENS**

William Leavens & Co., Boston, Mass.

"I have nothing but good to say of your magazine and surely the consistent handiwork put into it by yourself and associates should have but the one result—Success."

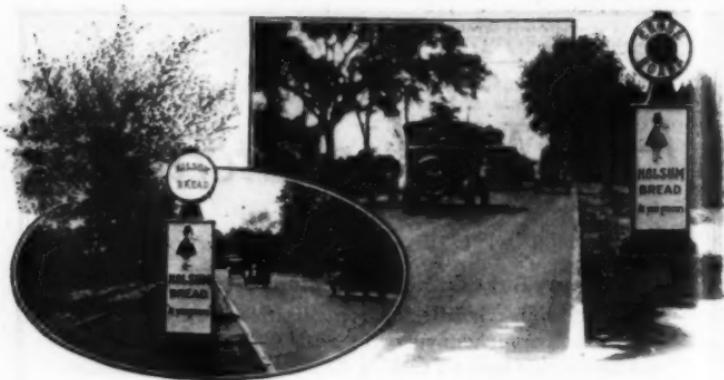
During 1921—an off year—31 decorators and furniture establishments used of our space 78,645 agate lines

# Town & Country

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building  
BOSTON: 127 Federal Street

LONDON: 20 Maddox Street  
PARIS: 60 Rue Caumartin



# Individual Showing

Standing always in strategic positions, as in the case of the "Holsum" pictured above, Highway Lighthouses command 100% attention.

Limited to the points at which the motorist *must* look, Highway Lighthouses inevitably deliver their advertising message.

Officers of this company will gladly offer concrete suggestions to executives desiring to develop individual outdoor display.

**TO START** Have you read "Outdoor Individuals" by W. Hoyt Livingston? Letter-head request starts a copy to you.

## HIGHWAY LIGHTHOUSE ADVERTISING



**HIGHWAY LIGHTHOUSE COMPANY.**

*Plant and Laboratories*  
**ELIZABETH, NEW JERSEY**

*Master Builders of Lighthouses for a Quarter Century*

# Maine Interests Get Together to Sell State to the Country

Hotels, Colleges, Civic Clubs and Business Interests Back Co-operative Vacation and Industrial Advertising Programme

By James M. Mosely

WHEN a State gets together advertisingly, things begin to happen.

For years, there has been much individual advertising in a limited way by various Maine hotels and boarding-houses, and there probably always will be considerable of this. But such advertising almost invariably was devoted to an idea like this: "Woodland Inn, North Woodville, Maine; home-like; modern; fresh milk, fruit, eggs and vegetables; hunting; rates moderate. P. Mann."

This copy pulled, for it brought Mr. Mann his summer guests, perhaps; but so far as selling Maine in a broad way and getting over the features of the State rather than of some little stopping place, its value was not great. Leading men of the State for some time have felt that the thing needed was a co-operative effort. This, it was argued would draw the State together to work as a unit to bring what was felt to be a host of attractive features to the attention of the general public.

The northeastern State of the Union, with its 2,500 miles of deeply cut-in coastline, it was felt, had as real selling points as merchandise. It possesses 33,500 square miles, of which 4,000 are water in lakes and rivers, which among others, include Rangeley and Moosehead Lakes and the Penobscot, Saco, the St. John and Kennebec Rivers, all rich in associations with Indian days. Mount Katahdin, 5,385 feet high and other ranges have always appealed to lovers of mountain beauty. There is fishing and hunting inland and seashore pleasures for those who prefer to be near the ocean.

In short, the people of Maine,

who determined upon a policy of co-operative advertising, felt that the State "had the goods" and that the problem was chiefly to tell of it. The leaders of the movement were confident that, if this were done, there would be no doubt as to the response.

The movement crystallized last fall at the suggestion of and under the leadership of Hiram W. Ricker of South Poland, Me., the proprietor of Poland Spring. There is no way of knowing precisely the number of visitors who come to Maine, but Mr. Ricker figured that the tourist "industry" of the State (conservatively) amounts to between forty and forty-five million dollars annually, a business, it was believed, well worth protecting and developing through advertising. He estimated, from his study of the situation, that 10,000 more visitors could be accommodated in Maine without building any new hotels.

The movement naturally took time and much hard work to get under way. In fact, it is still under way and probably will be for some time to come, since it has been impossible to reach, in the short time given, all organizations which are expected to back the work. All of the civic bodies, however, gave their moral backing and in some cases financial assistance.

#### HOW SUBSCRIBERS WERE LINED UP

The State was divided into sections, as in a war drive. A quota was assigned to each section. Each subscriber pledged a certain amount to be paid each year for three years. Some sections "fell down" on their total amounts, but the State of Maine Publicity Bureau was able to get tangible support which it could bank on

and plan by. Some of the colleges contributed to the fund.

Mr. Ricker was chosen as president of the bureau. John C. Scates, previously secretary of the State Automobile Association, was named as executive secretary. Charles D. Kidder was appointed field secretary. The field agent's

dence, Springfield, Mass., Hartford, Conn., Buffalo and Toronto. A half-inch advertisement appeared in the list the middle of each week.

One piece of copy showed a charming young lady munching a sandwich in front of a tent, flanked by pine trees. Her husband was shown enjoying himself on a nearby rock while a guide cooked over a wood fire. In the distance, a canoe was being lazily paddled. Mountains behind the lake were suggestive of hikes and scenery to be found in the wilds. The heading said, "For the best vacation ever, come to Maine." The copy continued:

Whatever it is you seek—rest or recreation, sport or pastimes, the comradeship of worth-while people—it awaits you under ideal conditions in the State of Maine.

Fascinating cities rich in historical interest, quaint seaports great resorts, picturesque country sides.

World-famous beaches, colorful with life and gaiety.

Deep-sea fishing, yachting and boating, tennis, golf, canoeing and motor boating.

Wondrous inland Lakes and Winding Streams, jewels deep-set in the forest primeval, where game fish abound, luring the sportsman and challenging his skill. Camp life with its freedom and charm, amid the fragrance of balsam and pine.

Splendid Roads for Motoring through scenes of surpassing beauty. Thoroughly modern railway systems, steamboat lines, affording opportunities for interesting short trips. Competent licensed guides available for all regions.

On all sides vacation delights. Everywhere a welcome such as Maine alone can give.

#### MAINE'S INDUSTRIAL OPPORTUNITIES

Manufacturers investigating opportunities for business, particularly in the lumber, paper, textile, metal and electrical industries, are invited to send their names and address, care of the State of Maine, State of Maine Publicity Bureau, Longfellow System, Portland, Maine.

For Standard bedknobs, coal stoves, colored and uncolored fabrics, fine of family, carriage, camp and boating places, see other information address.

STATE OF MAINE PUBLICITY BUREAU, Longfellow System, Portland, Maine.



CAMP LIFE IS ADVERTISED FOR BENEFIT OF AN ENTIRE STATE

work is devoted to going to the different organizations in the State, as well as individuals, to get them behind the campaign. Headquarters of the bureau was established at Portland.

The bureau appropriated \$11,000 to be used through the part of the summer when people are planning their vacations. The copy, which measured three columns wide by nine inches deep, was planned to appear in six issues of Sunday newspapers in New York, Boston, Brooklyn, Philadelphia, Baltimore, Washington, Pittsburgh, Montreal, Prov-

idence, Springfield, Mass., Hartford, Conn., Buffalo and Toronto. A half-inch advertisement appeared in the list the middle of each week.

One piece of copy showed a charming young lady munching a sandwich in front of a tent, flanked by pine trees. Her husband was shown enjoying himself on a nearby rock while a guide cooked over a wood fire. In the distance, a canoe was being lazily paddled. Mountains behind the lake were suggestive of hikes and scenery to be found in the wilds. The heading said, "For the best vacation ever, come to Maine." The copy continued:

Whatever it is you seek—rest or recreation, sport or pastimes, the comradeship of worth-while people—it awaits you under ideal conditions in the State of Maine.

Fascinating cities, rich in historical interest, quaint seaports, great resorts, picturesque country sides.

World-famous beaches, colorful with life and gaiety.

Deep-sea fishing, yachting and boating, tennis, golf, canoeing and motor boating.

Wondrous inland Lakes and Winding Streams, jewels deep-set in the forest primeval, where game fish abound, luring the sportsman and challenging his skill. Camp life with its freedom and charm, amid the fragrance of balsam and pine.

Splendid roads for motoring through scenes of surpassing beauty.

Thoroughly modern railway systems operated under convenient schedules. Steamboat lines affording opportunity for interesting short trips. Competent licensed guides, available for all regions.

On all sides, vacation delights. Everywhere a welcome such as Maine alone can give.

In a box, it said, "Maine's industrial opportunities warrant fullest investigation: Forest tracts; water and cheap electric power for mills and factories; productive farm

Hart-  
ronto,  
t ap-  
le of  
ved a  
ing a  
tent,  
hus-  
n en-  
on a  
ile a  
ver a  
e dis-  
was  
ddled.  
ehind  
sug-  
and  
ound  
The  
or the  
ever,  
The

you  
cation,  
, the  
worth-  
condi-  
e of

rich  
erest,  
at re-  
try-

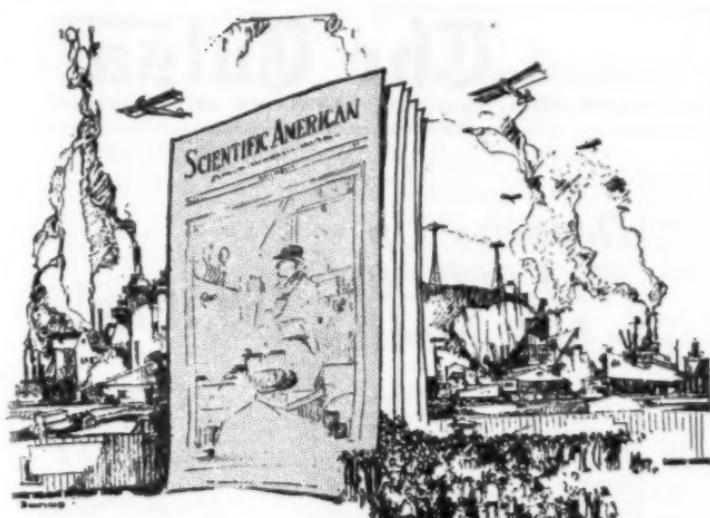
aches,  
and

racht  
ennis,  
otor-

lakes  
eams.  
t for-  
game  
and  
with  
the

ough  
tems  
ules.  
inity  
tient  
ions.  
very-  
one

luss-  
lest  
ater  
ills  
arm



## Their Gateway to Self-Help

Nearly 100,000 American leaders in science, business and politics, buy the *Scientific American* every month in order to keep posted on those matters which directly concern the work of executives.

Half a million readers study the *Scientific American* every month, for no magazine is more used as a text book, passed from reader to reader.

The wonders of Radio Telephoning, the improvement in Scientific Research, Discoveries; the practical, useful side of Science as applied to business—are handled in a simple, direct way every month, for the information of the President, the Manager, the Department Head and the man who has real thinking to do.

The men who represent the highest mentality, the highest salaries and the greatest purchasing power in the United States.

# SCIENTIFIC AMERICAN

MUNN & CO.

Woolworth Building, 233 Broadway, New York City  
Tower Building, Chicago  
625 F. St. N. W., Washington  
Hanna Building, Cleveland  
Hobart Building, San Francisco

July  
lands  
and  
and  
pear  
Th  
at the  
ment  
the b  
road  
boat  
tage  
or o  
An  
its s  
side  
Stat  
play  
in a  
fisher  
the  
"big  
A  
effo  
cam  
tan  
por  
stan  
whi  
has  
mou  
lead  
mo  
on  
co  
HO

# The Tulsa THE PEOPLE'S PAPER T

FULL LEASED WIRE REPORTS OF ASSOCIATED AND UNITED PRESS: U

TULSA, OKLAHOMA, MONDAY, JULY 3, 1922

**Deposits Up  
\$14,000,000  
In 2 Months**

Tulsa bank deposits made the phenomenal increase of \$13,961,- \$13.09 between the last bank call made on May 5 and one made today as of June 30. The total deposits reported this morning by the seven local national banks in response to the national bank commissioner's call was \$68,876,- 034.03. Including the deposits in the West Tulsa bank the total is \$69,197,614.12.

The total deposits on June 30 as compared with those of December 31, 1921, show a gain of \$21,854,- 183.92, during the first six months of 1922, thus giving concrete evidence of the prosperous condition of this section of the country. Deposits reported at the last three calls were: December 31, 1921, \$47,021,950.11; March 10, 1922, \$49,474,113.89; May 5, 1922, \$65,- 014,230.54.

**\$69,197,614.12**

**TOTAL  
DEPOSITS  
IN BANKS  
OF**

**TULSA!**

**The Tulsa Tribune** THE PEOPLE'S PAPER  
"Located In The Capital of Prosperity"

*National Representatives*

G. LOGAN PAYNE CO. PAYNE, BURNS, SMITH, INC.  
Chicago, St. Louis, Detroit, Los Angeles New York and Boston

T  
RESS: U

lands, ideal sites for camps, hotels and cottages; excellent rail, water and highway facilities." This appeared in each piece of copy.

The clincher in each case came at the bottom of every advertisement in an invitation to write to the bureau for illustrated booklets, road maps, railroad and steam-boat folders, lists of hotels, cottages, camps and boarding places or other information.

Another piece of copy contained its story of Maine's attractions inside of an outline map of the State. The advertisement displayed at the top a woman golfer in action and at the bottom a fisherman, apparently standing in the Atlantic ocean hauling in a "big 'un."

An advantage this co-operative effort has over many co-operative campaigns is that it can show tangible results quickly to its supporters. When a hotel, for instance, has live "leads" furnished, which develop into customers, it has a wholesome respect for the movement which produced those leads and is likely to be much more approachable in the future on continuing or enlarging the co-operative campaign.

#### HOW SUBSCRIBERS WERE PERSUADED

In getting together so many diverse interests, as has been necessary in the case of Maine, the problem of selling is not confined to appealing to the general public. Equally acute is the necessity of selling enthusiastically and as completely as is humanly possible the people of the State on the movement under way. Unless the many hundreds of proprietors of hotels, resorts, cottages, *et al*, co-operate with the bureau in furnishing information, in contributing funds, in talking the need of the movement and in other ways, the "kick" of the campaign would be denatured.

Hence, advertising in the form of a printed message is helping sell the Down-East natives themselves. The first page reproduces one of the pieces of newspaper copy. Inside, under the heading, "What the State of Maine Pub-

## Like the Cumulative Snow Ball

has been the growth of advertising (women's and family appeal) in THE MESSENGER OF THE SACRED HEART the past four years.

Many of the best national accounts have come to us, phenomenal results influencing others.

### The Record:

Year 1919 over 1918. 290%

Year 1920 over 1919. 40%

Year 1921 over 1920. 10%

First eight months of  
1922 over same  
period of 1921... 70%

Year 1921 over 1918. 340%

### The Push:

90% women subscribers;  
large families; the huge  
Catholic institution market;  
the "heart and soul appeal";  
intensive readership and con-  
fidence; immense secondary  
circulation; dollar-for-dollar  
leadership.

# 300,000 GUARANTEED

(No Canvassers Employed)

## Messenger of the Sacred Heart

"Heart and Soul Appeal"

154 Nassau St., New York, N. Y.  
1048 Little Bldg., Boston, Mass.  
1419 Lytton Bldg., Chicago, Ill.

We know Cincinnati

**C O N S U L T**  
A.B.C. for the  
status of The Post  
in Cincinnati.  
Write, wire or call  
on us for important  
information re-  
lated to distribu-  
tion, advertising  
and sales of your  
product in the Cin-  
cinnati market.

**The Cincinnati Post**  
A Scripps-McRae Newspaper  
Member A.B.C.

## AT IT ALL THE YEAR ROUND

The acrobat, aerialist, clown and even the circus-riders who troop with the tent-shows, play the parks or follow the fairs in the summer and fall will be found in the vaudeville theatres, cabarets and music halls in the winter and spring.

They are never idle voluntarily and, contrary to a widespread notion, no more industrious or steady class of people exists.

They all read The Billboard and, consequently, The Billboard is not a seasonal medium.

## THE BILLBOARD

Member A. B. C.

1493 Broadway 35 S. Dearborn St.  
New York Chicago

licity Bureau Is Doing," it explains in part:

"This bureau has been organized by public-spirited business men of the State who desire to do something in a practical way to develop the industrial, vocational, agricultural and transportation interests of the entire State. Local and petty jealousies have been eliminated. It is the idea to take up the different lines of business in their appropriate season. Unquestionably in the spring and early summer the tourist business should receive attention.

"Probably there is no business where so small an amount expended, comparatively speaking, will bring such quick and rich results as advertising this business, for nature has provided Maine with the setting. The \$45,000,000 of business already secured can be increased to \$145,000,000 with proper effort and in a few years.

"The sample advertisement shown herewith was inserted and advertisements of the same size, but with different copy, will be continued for six weeks and smaller advertisements also appear in weekly issues of the following papers (a list of the papers used follows). This is the first time anything of the kind has been done for Maine.

"After this summer resort work is over, other lines of business will be considered. This advertising has brought a perfect flood of inquiries. The second day after the advertisement appeared, 302 letters were received. The two men and ten stenographers in the office are completely inundated, and it will require a much larger force to pull them out. The response has been simply astounding.

"To the proprietors of hotels and camps and to summer tourist resorts: If you want more business and desire to have accurate and complete information furnished to prospective tourists in regard to your place, get in touch immediately with the Western headquarters either by letter or a personal visit.

"If you have not already done so, send us booklets and com-

plains  
nized  
en of  
ome-  
velop  
icul-  
rest-  
and  
limi-  
e up  
s in  
ques-  
early  
ness

ness  
ex-  
ing,  
re-  
ness,  
aine  
000  
t be  
with  
rs.  
ment  
and  
size,  
be  
and  
ap-  
fol-  
ers  
rst  
een

ork  
ill  
ng  
of  
ter  
02  
vo  
he  
d,  
er  
e-  
g-  
ls  
st  
ite  
n  
a

At the half-way mark for the year

# The Boston Post

is over 600,000 lines ahead of second paper  
in Display Advertising

With a **GAIN of 330,285 lines** over the same period of last year, and an increased lead over the second paper, the Boston Post has finished the first half of 1922 with its customary supremacy as an advertising medium. Here are the totals of the four leading Boston newspapers in Display Advertising from January 1 to June 30. Classified advertising not included.

#### AGATE LINES

BOSTON POST	- - - - -	5,364,316
2nd Paper	- - - - -	4,734,573
3rd Paper	- - - - -	4,186,196
4th Paper	- - - - -	2,289,824

For **FOURTEEN CONSECUTIVE Years**

*The Boston Post Has Led in Local Display Advertising  
The Boston Post Has Led in National Display Advertising  
The Boston Post Has Led in Total Display Advertising*

### Boston Newspaper Circulations Analyzed

Below are printed the net paid circulation averages of Boston newspapers having daily and Sunday editions for the six months ending March 31, 1922, showing the Post's outstanding service to its advertisers, both on week-days and Sundays, with its tremendous home-delivered circulation.

		City	Suburban	(Combined)	Outside	Total
Morning	POST .....	194,659	55,596	<b>250,255</b>	130,541	<b>380,796</b>
	Globe .....	50,837	15,458	<b>66,295</b>	46,674	<b>112,969</b>
	Herald .....	63,387	14,479	<b>77,866</b>	32,441	<b>110,307</b>
Evening	Globe .....	144,100	18,552	<b>162,652</b>	9,103	<b>171,755</b>
	Traveler ...	100,452	13,474	<b>113,926</b>	9,608	<b>123,534</b>
	American ..	129,284	34,688	<b>163,972</b>	79,659	<b>243,631</b>
Sunday	POST .....	152,607	84,356	<b>236,963</b>	164,834	<b>401,797</b>
	Globe .....	174,437	51,214	<b>225,651</b>	97,256	<b>322,907</b>
	Herald .....	58,553	19,022	<b>77,575</b>	37,135	<b>114,710</b>
	Advertiser ..	121,419	57,491	<b>178,910</b>	237,439	<b>*416,349</b>

\*Includes over 100,000 copies printed Wednesday and Saturday afternoon. The Sunday Post has no predawn editions.

In considering the **EVENING** circulations it should be remembered that a very large portion is early editions for street sales before, and at, noon-time. There are **MORE** Boston Posts delivered to homes every day than **ALL** the editions of the above **THREE** evening papers **COMBINED**, going to press after 2 P.M.

Special Representatives { New York—Kelly Smith Co., Marbridge Building  
Chicago—Kelly Smith Co., Lytton Building  
San Francisco—R. J. Bidwell, 742 Market Street

# Are You Getting Your Share of Business in New England?

There are, according to the latest United States Census figures, 5,945,989 people in the New England States who are over 10 years of age. Of this total only 289,700 are illiterate—or 4.87 per cent.

This figure, when compared with those of other sections of the country, will show that the consumers that make up your New England market are above the average in education.

What such a low percentage for illiteracy in any market means to advertisers need not be discussed here—It is obvious that when a territory such as New England, where there are nearly *six million consumers* and only 4.87 per cent are illiterate—well, such a market should be appealed to—through advertising.

The way to get your message before these consumers, who control forty per cent of the savings of the entire country, is through the home daily newspapers. They cover the entire market thoroughly.

#### SALEM, MASS., NEWS

Daily Circulation 20,023 P. O.  
Population 43,697, with suburbs 150,000

#### SPRINGFIELD, MASS., UNION

Daily Circulation 56,055 A. B. C.  
Population 129,563, with suburbs 250,000

#### WORCESTER, MASS.

TELEGRAM  
DAILY CIRCULATION 73,444  
Population 179,754, with suburbs 350,000

#### PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

#### BRIDGEPORT, CT.

POST  
TELEGRAM  
DAILY CIRCULATION 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

#### HARTFORD, CT., TIMES

DAILY CIRCULATION 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

#### NEW HAVEN, CT., REGISTER

DAILY AND SUNDAY CIR. 32,537 P. O.  
Population 165,000, with suburbs 225,000

#### NEW LONDON, CT., DAY (Evening)

DAILY CIR. OVER 10,640 A.B.C.—3c copy  
Population 25,688, with suburbs 60,000

#### PORLTAND, ME., EXPRESS

DAILY CIRCULATION 25,424 P. O.  
MEMBER A. B. C.

Population 69,169, with suburbs 75,000

#### BURLINGTON, VT., FREE PRESS

DAILY CIRCULATION 10,889 A. B. C.  
Population 22,779, with suburbs 40,000

#### MANCHESTER, N. H.

UNION AND LEADER

DAILY CIRCULATION 28,649 A. B. C.  
POPULATION 75,063, with suburbs 150,000

#### FITCHBURG, MASS., SENTINEL

NET PAID CIRCULATION NOW 10,589  
Population 41,013, with suburbs 110,000

#### LOWELL, MASS.

COURIER-CITIZEN LEADER

DAILY CIRCULATION 20,419 P. O.  
Population 112,759, with suburbs 150,000

#### LYNN, MASS., ITEM

DAILY CIR. 15,504 A. B. C.—2c copy  
Population 99,198, with suburbs 125,000

#### NEW BEDFORD, MASS.

STANDARD & MERCURY

DAILY CIRCULATION 28,555 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

plete and accurate information of your advantages and the class of people you especially cater to, stating prices. This is very important as we are receiving inquiries from people in every walk of life from the clerk and school teacher to the multi-millionaire and they desire to know what particular advantage each individual place has to offer and the price. Some want seashore accommodations while others desire hotels and camps around the lakes and mountains or in the woods, and there are others who want the quiet of the farm. We invite the hearty co-operation of everyone for the benefit of the whole State."

As is intimated in the printed message to Maine inhabitants, the bureau does not propose to concern itself simply with tourist business. The bureau plans to bring advantages of the State before manufacturers and others. Due to the rush of tourist trade, the bureau has not yet worked out the details of its method as yet.

"It is not the intention to make the bureau a vacational advertising medium alone," Mr. Scates said. "Later on it is intended to take up other lines of endeavor pertaining to different agricultural products and industrial development, every thing to be taken up in its appropriate season. The same energy directed during the spring and summer months on vacational endeavor will be devoted to these subjects.

"The best method for the people of a State to get together in co-operative advertising, we believe, is for every hotel and concern which is doing individual advertising to have part of their appropriation used for one central, big display. The balance of the appropriation should be used on the copy of the various resorts and hotels immediately beneath. This organization is planning to perfect some such arrangement as this for the future."

States are now testing—and proving—the decided benefits of a fixed policy of advertising. What other institutions, non-advertisers at present, will be next?

## Vacation Time Is Approaching

Maine, the most delightful of vacation states, will welcome the vast throng that comes again to abide with her during the long summer days.

### In Portland, Maine!

The "dull summer months" are among the liveliest months in the year for Portland's live merchants.

### Summer Copy PAYS! in the

### Evening Express

*Largest Maine Daily Circulation!*

### Sunday Telegram

*Largest Maine Sunday Circulation!*

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

## Retail Advertising Assistant Wanted

Man who thoroughly understands every detail of modern retail advertising—who can write good copy and take care of any part of the executive work detailed to him.

Must be forceful, enthusiastic, tactful and ambitious—doing his work with care and accuracy.

Future opportunity as big as the man.

Send all facts about experience, with salary expected and samples of work, **BY MAIL ONLY**, until appointment is secured, to

*Director of Publicity,  
ABRAHAM & STRAUS, Inc.  
BROOKLYN, N. Y.*

# PRINTERS' INK

U.S. Patent Office

**A JOURNAL FOR ADVERTISERS**  
Founded 1888 by George P. Roswell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., **DOUGLAS TAYLOR**, Manager.  
Atlanta Office: 1004 Candler Building, **GEO. M. KOHN**, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

London Office: 233 High Holborn,  
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50

for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

quarter page, \$2; one inch, minimum \$7.70.  
Classified 35 cents a line, Minimum order \$1.75.

NEW YORK, JULY 13, 1922

**Keeping the Path Clear** A prominent advertising agent was talking to one of his clients. "Emerson," he said, "should have added one line to that famous mouse-trap remark, which most people agree he never wrote, anyway. Besides talking about the better mouse-trap and the house in the woods and the beaten path, he certainly should have advised that the path be kept open."

The manufacturer was one who had put over a specialty during the past four years that had revolutionized a sixty-year-old industry in a period of depression—so successfully that the specialty became practically the whole business.

No small part of this firm's success was due to the fact that the

advertising has been increased in four years from an initial expenditure of \$12,000 to \$250,000 during 1921.

But in midsummer, with his factories working overtime on next fall and winter orders, he was considering cutting his appropriation very considerably. It looked to him as though the world knew all about his mouse-trap and had built a concrete highway straight to his door, which led to the agent's remark emphasizing that the original Emersonian assertion was incomplete.

Being a woodsmen and talking to a manufacturer who owns a big summer camp in the Adirondacks, he "followed his hunch," reminding him how wood paths untraveled for three or four years became grown up and eventually almost obliterated. He compared the new growth over the path to the growth of indifference and forgetfulness, which springs up in the buyer's mind when the once familiar advertised product ceases to be brought continually to his attention.

Then jumping from talk about woods, he asked the name of the man who ran for President against Roosevelt; who was Wilson's opponent in 1912; and other questions about prominent men. Then questions were asked referring to products which had dropped out "temporarily"—but had never been able to come back, even when new owners bought the old name. After a hectic afternoon the agent saved an account for himself, and probably a business for his friend, the manufacturer. The firm that attempts to run on the momentum of a good start is doomed to disappointment. Momentum is the gradual process toward a full stop.

The concern that made progress by advertising a good product in a period of depression would make a fatal blunder by cutting down now. Advertising has never been and never will be a thing for quitters to take up. Once started it can no more be dispensed with than the front door or a firm's letterhead. Starting advertising does start a pathway of good-will toward the factory door. But the

bath to the house in the woods must always be kept clear.

**Our  
Objection to  
Psychological  
Tests**

The practice of submitting candidates for the sales staff to so-called psychological tests before their applications are considered is becoming alarmingly prevalent. We say "alarmingly" because we have little patience with most of these systems of testing a man's ability.

We believe strongly in investigating men thoroughly before hiring them, especially for important positions. In theory, at least, it seems to be practicable to size up an applicant on the strength of his answers to a carefully prepared questionnaire. In actual practice, though, these tests automatically eliminate the most promising applicants. Questions such as "What is the height of the Washington Monument?" or "When was the *Lusitania* sunk?" or "Who was Alexander the Great's father?" are not calculated to reveal a man's knowledge of selling.

That is the trouble with most of these tests. They reveal an applicant's learning rather than his specialized ability. The best salesmen are not widely informed men, as a rule. The most essential quality in their make-up is personality, and this is composed of tact, good nature, a certain degree of firmness, enthusiasm and will power. The best salesmen are not too aggressive. They are patient. They know how to nurse a prospect along. They believe in work. Experience has taught them that many orders are obtained through the mere fact that they exposed themselves to the business. Strange as it may seem, the best salesmen are *not* fluent talkers. The glib conversationalist often talks himself out of business. But the good salesman is always convincing, even though he says but a few words. This presupposes sincerity and knowledge of the goods.

All of these attributes of the successful salesman are qualities which the average test could not show up. We heard the other day of a company—the Winchester

Company, if memory serves us right—which found one of its best salesmen in the person of the policeman or watchman who used to guard its plants. If that man took Mr. Edison's examination, the chances are he would have been rejected. The sales manager of a toilet-goods house got a notion one day that his barber would make a first-rate traveling salesman. He is succeeding splendidly at that job today, although if he were tested the chances are he would not be able to tell the difference between Cleopatra's Needle and a pile-driver. An automobile company offered a selling job to one of New York's traffic officers. He took it. Today he is a star. He knows absolutely nothing about the chemical properties of seaweed or the color of the eyes of Henry VIII, but he can *sell cars*.

The objection to most questionnaires as applied to salesmen is that they test a man's education rather than his experience or ability. A man may have no school education, and be totally ignorant of textbook lore, but at the same time be well-qualified to do his particular kind of work. These questionnaires test an applicant's knowledge of impertinent encyclopedic facts, and fail to test his willingness and his determination and his enthusiasm and his judgment, which, after all, are the qualities that determine a man's value to an employer.

**Advertise the** We notice that **Department** the Indestructo trunk makers, in **Where Sold** advertising their clothes hampers, say "they are sold in the house-furnishing departments of the better stores."

While there is nothing particularly new about such an announcement, the surprising thing is that more advertisers are not similarly explicit in telling where their goods are sold. This is especially true when the product is handled by department stores. The modern department store is a pretty big institution. It has from 75 to 225 departments, besides numerous sub-departments. It has more departments than there are separate stores in the average small town.

You would not expect a prospect to rummage through 225 stores to find your product. Neither should you expect her to search a like number of departments scattered over a dozen or more floors. The marketing of a clothes hamper by a trunk manufacturer is not the usual thing. Offhand, the reader might not know in just what kind of a store or department the article would be sold. However, the advertiser, by reason of his explicitness, saves buyers the trouble of searching.

The other day we set out to purchase a waste basket which is widely advertised. We went to a certain department store because we were told it was sold there. The advertiser did no more than to advertise that the basket was handled by department stores, stationery stores and house-furnishing stores. Taking our cue from that, we tried the stationery department first, but without success. Next we went to the house-furnishing department, and from there were referred to the novelty department. After one or two more fruitless trips we finally found the baskets in the furniture department. That seemed to be a logical location for them, but somehow it never occurred to us to look there.

Floor-walkers frequently do not know in which section of the store specialties are sold. The store directory mentions merchandise only by broad classification and does not list such articles as hampers and waste-baskets. Probably the baskets should have been handled by all the departments visited, but jealousy among buyers usually keeps a manufacturer from getting his product in more than one department.

It therefore seems to be advisable for the advertiser to list specifically the departments in which his products are likely to be found. This by making it more convenient for people to buy, will surely tend to increase sales. Another plan that some advertisers succeed in putting into effect is to get merchants to put up small counter signs in all departments where people are likely to ask for the goods in question, and on

which prospects are referred to the department actually carrying the goods. Very few stores are willing to allow this, however. Another scheme, which is easier to work, is for the manufacturer to get permission from the merchant to tell all sales persons in allied departments about his goods. According to this plan a clerk in the stationery department would be able immediately to tell a customer that waste-baskets are sold in the furniture department. Every merchant should readily give his consent to such a proposition, because of the helpful influence it will have on his sales.

#### W. P. Loveless Is Promoted

William R. Johnston, president of the Wm. R. Johnston Mfg. Co., Chicago, manufacturer of automobile windows, mirrors, and windshields, has advanced W. P. Loveless from sales manager to assistant to the president.

R. W. Keyt, formerly sales promotion manager of the I. J. Cooper Rubber Company, Cincinnati, is now in charge of the sales promotion department of the Johnston organization, and will devote most of his time to the jobber division.

#### Allied Arts Gold Medal Awarded F. W. Goudy

The board of directors of the American Institute of Architects at a recent meeting awarded the Allied Arts Gold Medal of the Institute to Frederic W. Goudy. This medal is bestowed for meritorious work in the art of typography and devotion to its advancement.

Mr. Goudy is art director of the Lanston Monotype Machine Company, Philadelphia.

#### New Eastern Manager for "American Farming"

Harry N. Dunlap has resigned as Eastern advertising manager of *American Farming*, Chicago, effective August 1. He will be succeeded in New York by Dan B. Jesse, who has been with the Chicago office of *American Farming* for the last three years. Mr. Dunlap will join the Philadelphia staff of *The Country Gentleman*.

#### Will Advertise a New Tooth Paste

The Iodine Products Company, Laurel, Miss., is planning an advertising campaign to introduce Zi-O-Dine, a new tooth paste which the company makes. The Chambers Agency, Inc., New Orleans, will direct this campaign.

## **Good Business Insurance**

THE man of tomorrow is the Scout of today. You know him. He is the up-and-coming boy in every community, the boy who is preparing himself for the obligations of citizenship by assuming the responsibilities of today.

He is getting his training by following the Scout Program. It means hard work and real sacrifice for every boy who undertakes it.

This boy is the man of tomorrow—the man on whom your business will depend. Right now is the time to get him acquainted with your name and what it stands for. To be sure of him tomorrow, you must advertise to him today.

You believe in insuring yourself against all possible business contingencies. Carry this one step further and make sure of your future customer by selling him today and then keeping him sold.

This is double business insurance because these boys are old enough to be buying factors right now.

**BOYS' LIFE**  
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

203 So. Dearborn Street  
Chicago, Ill.

Publisher, Boy Scouts of America

## Pacific Coast Clubs Sign Treaty of Unity

THE signing of a "Treaty of Unity" between Pacific Coast cities was the outstanding feature of the nineteenth annual convention of the Pacific Coast Advertising Clubs Association, held in San Diego, June 25 to 29. By ratifying this treaty the members of the various clubs pledged themselves to "refrain from comparisons between communities that are subversive of fact and tend toward misunderstanding and ill-will."

Officers were elected as follows: President, Thomas W. R. Keene, Spokane; regional vice-presidents—Western Washington and Alaska, John Condon, Tacoma; Eastern Washington, Frank Beckman, Spokane; Oregon, Wm. Kirkpatrick, Portland; Northern California, R. A. Cleaveland, Modesto; Southern California, Bert Butterworth, Los Angeles; secretary-treasurer, Kenneth Hood, Tacoma.

Spokane was chosen as the 1923 convention city.

A programme, regional in jurisdiction but national in scope and interest, was given during the four days of business sessions. Departmental sessions were held on Advertising Agencies, Better Business Bureaus, Community Advertising, Church Advertising, Direct Mail, Financial, Newspaper, Outdoor and Retail Advertising, Graphic Arts, and Research and Survey, the latter a new department for the Coast Association.

Morning sessions were devoted to general themes, such as "The Economics of Advertising," "The Better Business Bureau and Its Work" and "Co-ordination of Advertising and Selling." More than 500 delegates attended these sessions, while 200 or more women visitors were entertained by a San Diego ladies' committee.

A unique feature of the convention were the three-minute contest talks, one contest being on "The Value of an Advertising Club to a Community," and the other on "The Treaty of Unity."

## Letters in Color Pull More Replies

BARMON BROTHERS COMPANY, INC.  
BUFFALO, N. Y., June 30, 1922.

*Editor of PRINTERS' INK:*

The question of B. E. Hill, of the Gray & Dudley Co., in this week's PRINTERS' INK, touches what I consider to be a mighty interesting and important phase of advertising and direct-mail selling.

It's one which I set out to solve last February. I haven't quite concluded my tests, but I have discovered a surprising fact or two.

Two thousand letters bearing a line drawing pulled 12 per cent. Two thousand illustrated with a half-tone pulled 9 per cent. (The same letter.) Then I tried color.

Two thousand letters with a blue Ben Day illustration pulled 17 per cent, the same with red pulled 26 per cent, with green 12 per cent, with red and blue 21 per cent—which is 5 per cent less than red alone—and with a combination of red and yellow 29 per cent, with yellow and green 14 per cent, which is 2 per cent better than green alone. Blue and yellow is a happy combination and pulled 21 per cent. A second test of this same combination to a different list varied only 3 per cent.

That is the extent to which I've experimented to date.

I am now working along the same lines, using three colors, just as I did two.

I'll be glad to let you have the "dope" on this upon its completion.

BARMON BROTHERS COMPANY, INC.

JAMES H. ROTHSCHILD,  
*Sales Promotion Manager.*

## Chicago Advertising Women Hold Election

Mrs. Bernice Blackwood was elected president of the Women's Advertising Club of Chicago at the annual meeting of the club June 20. Mrs. Blackwood is executive secretary of the Advertising Specialty Association. Other newly-elected officers are: Miss Claire B. Samels, first vice-president; Miss Letha Smith, second vice-president; Miss Cora C. Smith, recording secretary; Miss Cornelia N. Shup, corresponding secretary; Mrs. Anna V. Ahsens, treasurer; Miss A. Marie Hansen, historian.

## New Poster Advertising Company in Chicago

The Art Poster Advertising Service Company, with offices in Chicago and Los Angeles, has recently been organized and incorporated in Illinois. E. H. Staats, formerly with the Shubert theatrical interests in St. Louis and more recently manager of the Criterion Advertising Company, Chicago, and M. A. Jones, formerly with the Busby Outdoor Advertising Service, are representing the company in Chicago. E. C. Valentine is manager of the Los Angeles office.

# The Average Man Needs No Reminding

What kind of a business year we've just been through.

When a publication devoted exclusively to the serious side of woman's business grows stronger in both circulation and advertising, the publication itself is the place to look for the answer.

For the first four months of 1922 The Woman Citizen has gained new subscribers at the rate of 500 a month, and its advertising has averaged 63% more than for the same period in 1921.

For space address Advertising Manager

**The Woman Citizen**

171 MADISON AVENUE

NEW YORK, N. Y.



**W.S.HILL Company**

Complete ADVERTISING Service

Research  
Merchandising Plans  
Magazines  
Newspapers  
Painted Bulletins

Posters  
Trade Paper Copy  
Window and Store Display  
Trade Mailing  
House Organs

8 West 40th St  
NEW YORK

Vandergrift Bldg  
PITTSBURGH

# A Catholic's Loyalty to Extension Magazine

The loyalty and confidence of the reader of Extension Magazine to Extension and its advertisers is surpassed only by his loyalty to the Catholic Church.

Knowing that Extension Magazine is owned and controlled by the Catholic Church through its largest Home Missionary Society, he has the utmost confidence in the advertisements which Extension Magazine will accept and print.

Hundreds of thousands of dollars' worth of advertising has been refused by Extension Magazine in order to preserve this confidence.

If your proposition is truthful and you give honest value for money received you may take advantage of this loyalty and confidence by advertising in Extension Magazine.

**Guaranteed Circulation 200,000**  
**Rate \$1.50 per agate line**

## **EXTENSION MAGAZINE**

*The World's Greatest Catholic Monthly*

Member Audit Bureau of Circulations

**Home Office: 180 N. Wabash Ave., Chicago, Ill.**

**Eastern Office: LEE & WILLIAMSON**  
171 Madison Ave., New York, N. Y.

July  
vo  
Revie  
Harpe  
World  
Atlan  
Scrib  
Centu  
Carre  
Wide  
St. 1  
Mun  
Book  
Blue  
Our  
Ever

Ame  
Red  
Phys  
Cosm  
Amer  
Phot  
True  
Mot  
Met  
Sun  
Sund  
Succe  
Boys  
Boys  
Asia  
Hea  
Elks  
Boys

Vog  
Lad  
Goo  
Hau  
Wo  
Pict  
Deli  
Des  
Me  
Hol  
Fas  
Mo  
Peo  
Wo  
Ne  
Pe  
Ma

## JULY MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Review of Reviews.....	85	19,108
Harper's .....	76	17,186
World's Work .....	74	16,619
Atlantic Monthly.....	74	16,598
Scribner's .....	55	12,376
Century .....	44	9,898
Current Opinion .....	27	6,188
Wide World .....	17	3,836
St. Nicholas.....	16	3,780
Munsey's .....	15	3,528
Bookman .....	15	3,397
Blue Book.....	11	2,618
Our World .....	10	2,380
Everybody's .....	8	1,959

## Flat Size

	Columns	Lines
American .....	217	31,054
Red Book .....	191	27,386
Physical Culture .....	177	25,378
Cosmopolitan .....	139	19,894
American Boy.....	77	15,558
Photoplay .....	98	14,055
True Story .....	96	13,752
Motion Picture Magazine.	94	13,466
Metropolitan .....	86	12,424
Sunset .....	67	9,668
Success .....	66	9,579
Boys' Life .....	52	8,878
Asia .....	61	8,479
Hearst's International ...	46	6,692
Elks Magazine .....	39	6,024
Boys' Magazine .....	31	5,278

## WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	356	56,255
Ladies' Home Journal....	291	49,576
Good Housekeeping .....	229	32,750
Harper's Bazar .....	164	27,575
Woman's Home Companion	157	26,740
Pictorial Review.....	126	25,246
Delineator .....	116	19,807
Designer .....	102	17,414
McCall's .....	80	16,014
Holland's .....	65	12,454
Fashionable Dress.....	65	11,131
Modern Priscilla.....	64	10,880
People's Home Journal..	50	8,500
Woman's World.....	41	7,078
Needlecraft .....	37	6,312
People's Popular Monthly.	19	3,648
Mother's Magazine .....	14	2,568

Concentrated  
Circulation  
in towns of  
2,500 to 100,000

IT is one of the great virtues of Elks circulation that it is concentrated precisely in markets where most manufacturers are seeking new trade outlets.

The Elks membership does not, like the circulation of most magazines, follow population. The circulation of The Elks Magazine is virtually nil in rural centers, though half of the country's population and half of the circulation of most magazines is found there.

The circulation of The Elks Magazine is distributed as follows: In towns of 100,000 and over, there is 26 per cent of the total population of the country. The Elks membership in these towns is 23.1 per cent of the total.

The percentage of population in towns of 2500 to 100,000 is 25.4. The percentage of Elks membership is 73.9 of its total!

The percentage of Elks membership in towns under 2500 is less than 1 per cent as compared to 48.6 per cent of the total population of the country.

It will be interesting for advertisers to compare these figures with those of other magazines of general circulation, particularly those who are desirous of concentrating their selling effort in the non-rural sections of the country.

For such advertisers, advertising in The Elks Magazine represents virtually double the normal standard of efficiency.

# The Elks

Magazine

"850,000 voluntarily subscribed for"

Telephone Vanderbilt 8757

50 East 42nd Street, New York City

EASTERN OFFICE:

Rufus French, Inc., New York

NEW ENGLAND OFFICE:

Charles Dorr—J. Walter Cameron, Boston

WESTERN OFFICE:

Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE:

A. J. Norris Hill, San Francisco

# NEW HAVEN

## Connecticut's Largest City

# “Quality”

that attribute of a newspaper that indicates the confidence and respect in which it is held by its community,

# along with “Quantity”

More New Haven people, every night, BUY the “REGISTER” than any Two other New Haven papers.

Register's CITY circulation alone is several thousands larger than the ENTIRE circulation of any other New Haven paper.

91% of the Register's Circulation is within 10 miles of New Haven City Hall.

**With the largest circulation in its history—and growing steadily!**

## New Haven Register

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

### MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Radio News.....	381	56,145
Motor .....	287	48,216
Town & Country (2 issues) .....	251	42,24
House & Garden.....	246	38,99
Vanity Fair.....	202	32,010
Field & Stream.....	194	27,81
Country Life.....	165	27,70
Popular Mechanics (pg.) .....	123	27,608
Arts & Decoration.....	128	21,601
System .....	148	21,303
Outers'-Recreation .....	141	20,312
Science & Invention.....	121	17,791
Popular Science Monthly.....	110	16,739
House Beautiful.....	101	15,576
National Sportsman.....	107	15,429
Outdoor-Life .....	101	14,437
Motor Life.....	77	11,139
Forest & Stream.....	70	10,058
Scientific American.....	54	9,154
Theatre .....	52	8,298
Association Men.....	56	7,942
Garden Magazine.....	50	7,000
McClure's .....	47	6,774
Rotarian .....	45	6,615
Outing .....	44	6,366
International Studio.....	44	6,346
Illustrated World (pg.) .....	18	4,249
Extension Magazine.....	15	2,706

### VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 June issues) .....	254	44,486
West. Home M'thly (June) .....	102	18,491
Canadian Home Journal..	105	18,455
Everywoman's World.....	86	15,150
Canadian Magazine (pg.) .....	50	11,200
Rod & Gun in Canada.....	71	10,153
La Canadienne.....	49	8,656

### VOLUME OF ADVERTISING IN JUNE WEEKLIES

June 1-5	Columns	Lines
Saturday Evening Post .....	364	61,998
Literary Digest.....	136	20,691
American Weekly.....	35	9,808
Forbes .....	49	7,452
Independent & W'kly Rev. .....	47	6,849
Outlook .....	41	6,045
Christian Herald.....	30	5,244
Collier's .....	27	4,738
Argosy-All-Story (pg.) .....	16	3,654
Life .....	24	3,531
American Legion Weekly .....	23	3,346
Nation .....	23	3,297
New Republic.....	21	3,087
Youth's Companion.....	17	2,890
Leslie's .....	17	2,547
Churchman .....	15	2,100
Judge .....	10	1,566

Lines  
56,145  
48,226  
42,294  
38,999  
32,010  
27,811  
27,710  
27,608  
1,601  
1,303  
9,312  
7,794  
5,739  
5,576  
4,429  
4,437  
1,139  
0,058  
1,154  
298  
942  
000  
774  
615  
366  
346  
249  
706

ies  
86  
91  
55  
50  
00  
13  
36

8

1

3

2

9

1

3

2

1

5

4

3

2

1

0

**PHYSICAL CULTURE** has just established at Little Silver, N. J., a Food Research Laboratory of which Mr. Milo Hastings has been appointed Director.

Our object is to apply scientific knowledge of food to popular purposes—to give to our readers concise, experienced authoritative information about nutritive values and to keep **PHYSICAL CULTURE** a continuing and increasing influence for health in the homes of our readers.

The experiments that Mr. Hastings will conduct and their results will be featured in **PHYSICAL CULTURE** and will be, at the beginning, confined to biological food testing—that is, determining human nutritional values by experimental feeding upon small animals. We believe that this is the first instance in which such biological food testing has been undertaken in connection with a journalistic enterprise. Chemical tests and analyses for deleterious ingredients in foodstuffs have been made time without number and the results given to the public through periodical sources. But the actual value of individual foods and classes of foods in human diet as attested by accurate and exhaustive investigations is to be given to the American people, for the first time, by **PHYSICAL CULTURE**.

Mr. Hastings brings to this work a long and valuable training. Graduated from the Kansas Agricultural College as a Bachelor of Science, he specialized while there and took his thesis in food chemistry and human nutrition. As an adjunct to the college courses, he had practical experience during undergraduate days in the department of animal husbandry. Later he was assigned, after examination, for service in the Department of Agriculture at Washington and specialized in the marketing of poultry products and investigated in detail the cold storage of foods. His bulletins on this subject have become government standards.

Mr. Hastings has much love for this work and for the past twelve years has engaged in many forms of food research both from the standpoint of human and animal nutrition.

We plan to present Mr. Hastings' first article in the September **PHYSICAL CULTURE**.

# PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND, Advertising Director

C. H. SHATTUCK

*Western Manager*

Peoples Gas Building, Chicago

METZ B. HAYES

*New England Manager*

Little Building, Boston

June 6-12	Columns	Lines
Saturday Evening Post	341	57,971
American Weekly	55	15,294
Literary Digest	96	14,592
Independent & W'kly Rev.	48	6,896
Christian Herald	31	5,430
Outlook	36	5,388
Forbes	31	4,852
Life	32	4,686
Collier's	22	3,849
American Legion Weekly	23	3,302
Youth's Companion	14	2,522
Argosy-All-Story (pg.)	8	1,938
Nation	13	1,890
New Republic	12	1,764
Leslie's	11	1,709
Churchman	12	1,684
Judge	5	797

June 13-19	Columns	Lines
Saturday Evening Post	276	47,024
Literary Digest	96	14,617
American Weekly	33	9,154
Life	32	4,683
Outlook	30	4,455
Collier's	21	3,577
American Legion Weekly	24	3,563
Christian Herald	18	3,225
Youth's Companion	16	2,720
New Republic	18	2,646
Nation	15	2,109
Churchman	14	1,975
Argosy-All-Story (pg.)	8	1,932
Leslie's	6	916
Judge	6	873

June 20-26	Columns	Lines
Saturday Evening Post.	288	48,975
Literary Digest	88	13,402
American Weekly	36	9,897
Outlook	35	5,257
Christian Herald	30	5,230
Collier's	27	4,609
Life	19	2,723
Argosy-All-Story (pg.)	8	1,962
New Republic	12	1,764
American Legion Weekly	12	1,744
Youth's Companion	9	1,570
Churchman	9	1,368
Judge	9	1,295
Nation	7	1,050

June 27-30	Columns	Lines
American Legion Weekly	16	2,336
Life	14	2,088
Youth's Companion	6	1,123

Totals for June	Columns	Lines
Saturday Evening Post	1,270	215,968
Literary Digest	416	63,302
American Weekly	160	44,153
Outlook	143	21,145
Christian Herald	112	19,129

Columns	Lines
Life	123
Collier's	98
American Legion Weekly	99
Independent & W'kly Rev.	96
Forbes	80
Youth's Companion	63
Argosy-All-Story (pg.)	42
New Republic	63
Nation	59
Churchman	50
Leslie's	36
Judge	31

#### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

Columns	Lines
1 Vogue (2 issues)	356
2 Radio News	381
3 Ladies' Home Journal	291
4 Motor	287
5 MacLean's (2 June Is.)	254
6 Town & Country (2 Is.)	251
7 House & Garden	246
8 Good Housekeeping	229
9 Vanity Fair	202
10 American	217
11 Field & Stream	194
12 Country Life	165
13 Popular Mechanics (pg.)	123
14 Harper's Bazar	164
15 Red Book	191
16 Woman's Home Comp.	157
17 Physical Culture	177
18 Pictorial Review	126
19 Arts & Decoration	128
20 System	148
21 Outers'-Recreation	141
22 Cosmopolitan	139
23 Delineator	116
24 Review of Rev (pg.)	85
25 West. Home M'tly (Ju.)	102

#### Invites Chicagoans for Sunday and Week-End Visits

The summer advantages of McHenry, Ill., and Fox River Valley are called to the notice of the people of Chicago in newspaper advertising of The Community Club of McHenry, Ill. Under the sub-headings, Transportation, Hotels and Resorts, Stores and Shops, and Diversions are listed the respective advantages to be had from each group.

The people are extended the following invitation:

"Come out over Sunday and take a boat ride up and down the Fox river and three adjoining lakes. A delightful summering place for everyone who loves the great outdoors. Just a short ride to the heart of Chicago—convenient for week-enders—delightful for grown-ups and kiddies alike. Rates are reasonable.

"When may we expect you?"

## *A Guaranteed Paid Circulation of 75,000 for*

### **OUR WORLD**

**B**EGINNING with the October issue, Our World will guarantee to advertisers a net paid circulation of 75,000 monthly, with a pro-rata rate rebate. Orders will be accepted at the present rate of \$200 a page up to and including December, 1923.

**W**ITH the October number Our World enters on the second half year of its existence. Its acceptance by the public has been prompt and its paid circulation has grown rapidly. America is keen to know about the world—as this steady growth proves. We are ready, therefore, to make the above announcement somewhat earlier than we had planned.

### **The Houston Publishing Co.**

**Herbert S. Houston, President**

*Edwin Muller, Advertising Manager*

**9 East 37th Street**

**New York**

**BOSTON**  
Tremont Building

**CHICAGO**  
Peoples Gas Building

"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
JULY ADVERTISING  
GENERAL MAGAZINES

	1922	1921	1920	1919	Totals
American	31,054	27,624	53,385	39,949	152,012
Red Book	27,386	27,175	36,561	28,976	120,998
Cosmopolitan	19,894	19,621	35,649	31,217	106,381
Review of Reviews	19,108	20,552	26,208	26,432	92,300
Physical Culture	25,378	23,301	21,002	19,431	89,112
World's Work	16,619	18,816	26,208	23,744	85,387
Harper's	17,186	21,204	22,992	23,128	84,510
Atlantic Monthly	16,598	17,315	18,655	18,465	71,033
Sunset	9,668	15,612	24,790	16,532	66,02
American Boy	15,558	13,929	19,888	16,064	65,339
Scribner's	12,376	13,580	19,214	19,946	65,116
Photoplay	14,055	15,073	19,160	16,134	64,22
Motion Picture Magazine	13,466	10,632	17,782	14,335	56,15
McClure's	*6,774	X	21,983	22,030	\$50,87
Century	9,898	11,479	12,460	16,824	50,61
Hearst's International	*6,692	9,097	17,685	14,534	48,08
Metropolitan	*12,424	†11,432	**	19,926	\$43,782
Boys' Life	8,878	8,882	13,410	10,745	41,15
Everybody's	*1,959	1,742	10,950	12,087	26,738
Boys' Magazine	5,278	5,420	6,143	6,546	23,387
Munsey's	3,528	5,110	6,720	7,266	22,624
St. Nicholas	3,780	3,625	7,312	7,840	22,557
Current Opinion	*6,188	*5,152	*2,464	2,912	16,716

\*New size. X June and 303,745 306,373 440,621 415,063 1,465,802  
July combined. †July and August combined. \*\*Issue omitted. ‡Three-year total.

## WOMEN'S MAGAZINES

Vogue (2 issues)	56,255	44,947	81,215	64,068	246,485
Ladies' Home Journal	*49,576	*50,468	81,293	48,078	229,415
Pictorial Review	25,246	18,598	56,320	36,042	136,206
Harper's Bazaar	27,575	29,005	40,679	32,088	129,347
Woman's Home Companion	*26,740	*20,728	38,100	40,400	125,968
Good Housekeeping	32,750	29,070	X	34,838	\$96,658
McCall's	16,014	13,493	21,078	17,800	68,385
Delineator	*19,807	*12,027	X	30,619	\$62,453
†Designer & Woman's Mag.	*17,414	*10,015	X	27,240	\$54,669
Modern Priscilla	10,880	12,649	13,290	12,432	49,251
People's Home Journal	*8,500	*8,965	18,600	9,319	45,384
Woman's World	7,078	††9,306	X	7,528	\$23,912
People's Popular Monthly	3,648	5,450	6,843	6,871	22,812
Needlecraft	*6,312	*4,134	6,426	5,322	22,194
Mother's Magazine	*2,568	**	10,370	7,943	\$20,881

\*New size. X Issue omitted. 310,363 268,855 374,214 380,588 1,334,020  
\*\*Issue combined with August. †Two magazines now combined. ‡Three-year total.  
††July and August combined.

## CLASS MAGAZINES

Town & Country	\$42,204	†40,381	†55,634	†55,032	193,251
System	21,303	28,471	50,960	43,038	143,772
Vanity Fair	32,010	24,206	40,910	30,430	127,556
Popular Mechanics	27,608	28,392	37,632	33,376	127,008
Country Life	27,720	28,374	39,984	25,536	121,614
House & Garden	38,979	26,602	28,078	12,806	106,465
Field & Stream	27,811	23,824	24,695	21,691	98,021
Scientific American	9,154	†11,963	†32,796	†30,219	84,132
Popular Science Monthly	16,759	13,903	25,736	20,002	76,400
Outers' Recreation	20,312	18,589	16,522	12,133	67,556
National Sportsman	15,429	13,677	13,585	13,106	55,797
House Beautiful	15,576	12,477	14,198	7,348	49,599
Outdoor-Life	14,437	13,237	10,869	10,068	48,611
Theatre	*8,298	*10,362	15,792	12,313	46,765
Forest & Stream	10,058	7,813	9,736	10,518	38,125
Outing	6,366	5,629	11,238	11,064	34,297

\*New size. \$2 issues. 334,024 307,900 428,365 348,680 1,418,969  
†3 weekly issues. X 4 weekly issues. X 5 weekly issues.

## WEEKLIES (4 June Issues)

Saturday Evening Post	215,968	170,985	311,820	271,208	969,981
Literary Digest	63,302	69,755	163,073	144,468	440,598
Collier's	16,773	21,086	88,404	69,312	195,575
Outlook	21,145	†37,088	†41,220	31,529	130,982
American Weekly	44,153	29,488	32,241	17,391	123,273
Life	X 17,711	X 22,555	30,745	27,710	98,721
Leslie's	*5,172	8,015	31,943	43,628	88,758
Christian Herald	19,129	14,857	29,220	23,140	86,346

\*New size. †3 issues. 403,353 373,829 728,666 628,386 2,134,234  
X 5 issues.

GRAND TOTALS ..... 1,351,485 1,256,957 1,971,866 1,772,717 6,353,025

Totals  
152,012  
120,098  
106,381  
92,300  
89,112  
85,387  
84,110  
71,033  
66,02  
65,139  
65,116  
64,122  
56,15  
50,787  
50,61  
48,008  
43,782  
41,915  
46,738  
43,387  
2,624  
2,557  
6,716  
5,802  
Total.

5,485  
9,415  
5,206  
3,347  
9,968  
6,658  
3,885  
4,453  
6,69  
2,251  
3,384  
912  
812  
194  
881  
020  
tal.

251  
772  
556  
408  
14  
65  
21  
32  
00  
56  
37  
99  
11  
55  
25  
17  
9



**"I Have Seldom Written a Magazine Story Which Brought Such Splendid and Widespread Letters and Comments."**

"It seems to me that all the 'best minds' in the country must read the ATLANTIC from cover to cover, whereas they merely glimpse other magazines or read one or more stories or articles in which they may be interested.

Numerous high officials here in Washington, even busy Senators, find time to read the ATLANTIC.

I found, for instance, that a man I used to work for, who was then a sporting editor on a Western newspaper, and whom I never suspected of reading anything but 'sports,' had read the ATLANTIC from cover to cover, while on a yachting party. He is now Chairman of the Board of a newspaper syndicate which owns 28 papers."

*(Quoted from an internationally known correspondent)*

EDITORIAL INFLUENCE MEANS ADVERTISING PRESTIGE

# The Atlantic Monthly

*One of the Quality Group*

Who also publish *The House Beautiful* and *The Living Age*

# The Little Schoolmaster's Classroom

EVERY now and again, the Schoolmaster likes to place himself in the position of the guiltless consumer, answer a flock of advertisements, and see what happens. Just recently he has been reaping the fruits of an enterprise of this character, and absolute candor compels him to state that the harvest is disappointing. So far as booklets and other printed enclosures are concerned, a fair average of excellence seems to be maintained, but the form letters which accompany them, in the vast majority of cases, are of a quality a schoolboy should be ashamed of. That may sound harsh, but the Schoolmaster believes it to be the sober truth. Out of thirty-odd specimens, only two are worth a second glance, and these are so good that they make the rest look all the worse by comparison. One of them is from Hart Schaffner & Marx; and the other from a girls' school in Washington, D. C. They are real letters. The rest, for the most part, are very weak parodies of the arguments contained in the printed matter. Many are most wretchedly printed, and filled-in so carelessly as to "indicate that they are "form letters" in fact as well as in name.

\* \* \*

The Schoolmaster wishes to hurt nobody's feelings, but apparently there are some members of the Class who would benefit from a trip to the woodshed and an application of an old-fashioned remedy. They are investing their money in valuable advertising space for the purpose of pulling inquiries, they are putting much care and thought into the preparation of printed matter which will dignify their products, they are enlisting the best artistic and copy-writing ability that is available. And then, when Mr. Jones has expressed his interest in the proposition, they address him directly with a letter obviously produced

as cheaply as possible, and which appears to have been written by the office boy between errands. The Schoolmaster has at least a dozen examples of expensive and effective catalogues accompanied by letters so cheap and shabby as fairly to shout the message "we count the public's good-will as of great value, but yours, Mr. Jones, is not worth one of our ordinary letterheads."

\* \* \*

This seems to the Schoolmaster—who is understood to be somewhat old-fogyish perhaps—a great deal like saving at the spigot and wasting at the bung. People do have their feelings, and their little vanities, and occasionally a sense of proportion. Those things are all carefully taken into account when the advertising copy and the printed matter are under consideration—why are they not of equal importance in connection with a letter? The mail-order houses understand the importance of the right sort of letter contact, but apparently many of those who sell through the dealer don't even yet appreciate what it means to the individual at the other end. What it means to *them* they understand as a mere matter of routine—but it seldom appeals to the recipient in that light at all. If it is not desired to spend money for decent stationery, and good printing, it is far better to write no letter at all. A printed slip expressing thanks for the inquiry will at least not detract from the influence of the enclosures, which is the effect of about 90 per cent of the letters received in response to the Schoolmaster's recent inquiries.

\* \* \*

The Schoolmaster, being in the market for a certain piece of furniture, recently answered an advertisement which was published co-operatively by several large manufacturers of this particular piece. Several days later he

which  
ritten by  
rands,  
least a  
ve and  
panied  
obby as  
e "we  
as of  
Jones,  
dinary

master  
some-  
great  
t and  
le do  
ittle  
sense  
s are  
count  
d the  
con-  
ct of  
ction  
order  
ance  
fact,  
who  
even  
s to  
end.  
they  
of  
to  
all.  
ney  
ood  
rite  
lip  
iry  
the  
ch  
nt  
use  
n-



## Names Worthy of Flexlume Signs

THE trade names of nearly all the well known motor cars have been reproduced in the form of Flexlume Electric Signs and are helping to "tie" the manufacturer's advertising to the door of the dealer's showroom. The same is true of many of the largest advertisers in other fields.

The raised, snow-white glass letters of a Flexlume Sign suggest personality, good taste—all that goes to make up that thing we call "quality." Among the more practical advantages of Flexlume Signs are the fact that they are day signs as well as night signs; that they have greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing  
a Flexlume Sign for your business.*

**Flexlume Corporation** **ELECTRICAL ADVERTISING**  
32 Kail Street, Buffalo, N. Y.

Pacific Coast Distributors

**Electrical Products Corp.**  
Los Angeles, Cal.

Canadian Factory

**The Flexlume Sign Co., Ltd.**  
Toronto, Ont.

## Sales Manager Wanted

FOR a successful Sales Manager with a record for *real* results in the food product field, and a following among the wholesale grocery trade—

We have an exceptional opportunity.

Our line is a staple canned food product, plus a new merchandising idea that is an innovation. Our house is old and well established.

Describe yourself in full.

Address "F. D." Box 131, care of PRINTERS' INK.

### Have You Mailing Lists You Would Sell or Rent?

We will consider the outright purchase, or the rental, of Mailing Lists in any line of business, which have been collected through circularizing or advertising, names of mail order customers or simply people who have sent for catalogues or booklets. We could use millions of names in the aggregate, provided they are suitable for our purpose. Write us what you have, how many names, in what form, how filed, the source, and approximate dates, also your price.

**G. P. Putnam's Sons**  
*Mail Order Department*  
2 West 45th St., New York, N. Y.

received an interesting catalogue which was generally informative without going into prices or the advantages of any one manufacturer's line.

Of course the co-operative headquarters turned the Schoolmaster's name over to each member of its group, and from these he received individual catalogues, which featured price to a certain extent and gave reasons why each make was superior to those of its competitor's.

Then the Schoolmaster's mail box was swamped by a deluge of letters from local dealers. They had learned that he was interested and wished him to know that they would be very glad to cater to his needs. So far so good.

But the Schoolmaster was in a dilatory mood. It was early summer and the call of the sea was strong. So he put off making his purchase until *manana*. Also, he confesses, he was interested to learn how much these dealers cared for his business.

To date, and it is now several months since he sent out his original inquiry, only one follow-up letter from a dealer has been received. The others are evidently satisfied that he was only a casual inquirer. But one dealer understands real merchandising and wants the Schoolmaster's business. He'll probably get it.

The moral of this sermon would seem to be that the manufacturers are losing a lot of sales because dealers will not put the required sales push behind their lines.

\* \* \*

Bankers are so in the habit of advising publishers and advertising men as to the conduct of their business, that it comes as something of a shock to find a publisher turning the tables and advising the bankers. The Schoolmaster finds, however, in the report of the Washington Bankers' Association convention, an address by G. P. Edwards, publisher of the *Coast Banker*, in which he scolds the growing tendency of bankers to go into the investment banking business by establishing bond departments. Bankers have endeavored for years, he points

FIRST NATIONAL  
**Merchandise Fair**  
GRAND CENTRAL PALACE  
**New York, August 7th to 25th**

*Under the Auspices of the*  
**NATIONAL RETAIL DRY GOODS ASSOCIATION**  
*with the Co-operation of the*  
**NATIONAL GARMENT RETAILERS' ASSOCIATION**

**T**HIS great event is a unique opportunity in American merchandising to link up the advertising campaigns of leading national manufacturers and wholesalers with their retail outlets.

It will afford a direct selling contact and acquaint the retailers not only with the merchandise itself but with the advertising and the merchandising and sales plans of the leading advertisers.

The national leaders in the following lines are booking sales booths at the Fair:

Silks, Woolen Dress Goods, Cotton Goods, Linens, Hosiery, Underwear, Negligee Wear, House Dresses, Aprons, Infants' Wear, Art Needlework, Gloves, Neckwear, Embroidery, Handkerchiefs, Trimmings and Laces, Toilet Articles, Ivory, Jewelry, Silver and Clocks, Leather Goods, Notions, Gift Merchandise, Curtains, Domestic Lamps, Cutlery, Glassware and China, Stationery, Umbrellas, Hand Luggage, Coats, Suits, Dresses, Waists, Skirts, Corsets, Furs, Sweaters, Misses' and Children's Wear.

If your firm or your clients have not already arranged for representation, they should write today for full particulars to

**NATIONAL MERCHANDISE FAIR**  
**200 Fifth Avenue, New York**

Telephone: Gramercy 3732

*Women's, Misses' and Children's Ready-to-Wear Lines*  
71st Regiment Armory—same dates

**SERVICE!**  
**FOREIGN LANGUAGE**  
**NEWSPAPER ADVERTISING**

a real honest-to-goodness service—  
 knowledge of markets and publications,  
 space buying, writing and check-  
 ing ads, co-operation from newspapers.

**ALEXANDER WOLSKY, Inc.**

"26 Years a Foreign Language Service"

Publishers' Representatives

110 West 40th St., New York      Bryant 6181

**CAR CARDS  
 POSTERS**

Advertisers require exact  
 reproduction of colors and  
 prompt delivery. We  
 guarantee both.

**THE WARSHAW PRESS, Inc.**

"Everything in Lithography"

175 WOOSTER ST., NEW YORK

Telephone Spring 7653

**BINDERS FOR  
 PRINTERS' INK**

**\$1.00 Each, Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

**Printers' Ink Publishing Co.**

185 Madison Ave.      New York

out, to educate the public to the idea of absolute safety—the return of at least 100 cents for every dollar entrusted to the bank—and this idea is the biggest asset which a bank can possess. Do the banks intend to stand behind the bonds they sell in the same way, he asks. The answer is that they don't, and what then becomes of the idea which they have tried so hard to establish in the public mind?

The Schoolmaster isn't enough of a financial wizard to pass on the merits of the question, but he thinks there is at least some poetic justice in giving the banker a taste of his own medicine.

\* \* \*

The Schoolmaster has been wondering lately how recent a development humor is in advertising. An impression prevails that it is a modern tendency, due, doubtless, to the fact that it is a variation from the mean, or average, just as sorrow is—first, the uncolored thought, then the impulse upward or downward. In other words, advertising in the beginning was serious, and later refinements came in such as humor, wit, scare-copy and so on.

In the midst of these reflections there came to his attention a copy of the *Daily State Register*, of Albany, N. Y., dated November 10, 1855, containing an advertisement of John Nessle, dealer in alcoholic beverages. Let the Class judge for itself whether this is a fair specimen of humor in advertising:

The subscriber has made several visits towards Europe within the last two years, but the Isaac Newton not going any farther than New York, he concluded to stop there and purchase Foreign Wines and Liquors of importing houses of integrity on as good terms as can be obtained by going all over Europe, Asia and Africa, at the risk of losing his breath by riding on the telegraph (which would be necessary on a short absence) to effect arrangements with the leading houses of the old world, besides the necessity of keeping a storehouse as large as the Capitol to contain immense varieties when in pipes, hogheads, butts and cisterns.

Cognac Brandies \$5.75 and \$7.50; Holland Gin \$2.50; Irish and Scotch Whiskey \$3; London Porter and Scotch Ale—the latter in glass and jugs; Old Madeira Wine \$3 to \$5;

July 1  
 Port S  
 Claret  
 usual  
 beauti  
 10 to  
 pasted

Fern  
 ness  
 tisem  
 tinge  
 the  
 lectiv  
 of A  
 funct  
 aside  
 at de  
 ly se  
 tisem  
 ing w  
 his  
 fellow

Sp  
 its p  
 quot  
 rega  
 of th  
 ment  
 have  
 "bea  
 mak  
 Holl  
 seem  
 poig  
 pric

J.  
 Th  
 Pa.  
 Jose  
 Geor

to the return  
every  
k—and  
asset  
Do  
behind  
same  
s that  
n be  
they  
ish in

ough  
ss on  
poetic  
er a

won-  
evel-  
sing.  
it is  
doubt-  
aria-  
rage,  
col-  
up-  
ther  
gin-  
ine-  
wit,

ons  
opy  
Al-  
10,  
ent  
co-  
ass  
s a  
er-

eral-  
ast  
not  
he  
ase  
rt-  
od  
all  
the  
on  
es-  
ct  
es  
ty  
e  
s  
d  
;

Port \$2 to \$4.50; Sherry \$2 to \$5; Claret Wines \$4 to \$7.25 a case. The usual variety of jaw-breaking labels beautifully painted, dating back from 10 to 50 years, can be obtained and pasted on if customers prefer.

JOHN NESSLE, 582 Broadway.

Perhaps the effort at facetiousness in the first part of the advertisement grew out of a desire to tinge the suggestion contained in the last sentence with a little protective coloring for the information of the Better Business Bureau of Albany, if such a bureau were functioning in that day. There is aside from the humor, no attempt at deception. The facts are frankly set forth. Does not this advertisement prove that the advertising writer of 1855 was as clever in his use of humor as any of his fellow craftsmen of the twentieth century?

Speaking of humor as a deviation upward from the mean, and its presence in the advertisement quoted, this piece of copy will be regarded by many as an example of the use of sorrow in advertisement writing. For since 1855 there have been many instances of "beautifully painted" labels that make prices like \$2.50 a case for Holland gin, including the label, seem like the quintessence of poignant woe, when compared with prices of a later period.

#### J. Ewing with Martin-Parry

The Martin-Parry Corporation, York, Pa., commercial auto bodies, has made Joseph Ewing director of sales and George Hotte assistant director of sales.



ORD agility, art  
ability; for pen  
and brush speci-  
mens give us  
details from which to cre-  
ate bookleture, letterature,  
newspaper or magazine  
advertisements.

**SAMSON SERVICE**  
Strength in Advertising  
Continental Trust Bldg. Washington D.C.

## House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

**The William Feather Company**  
605 Caxton Building, Cleveland, Ohio

## Arkin Cuts for every purpose

**\$1** FREE Big cut book  
—chock full of ideas—  
hundreds of cuts that  
help sell goods. Send  
\$1 for book—this \$1  
is credited on first \$3 cut order.



Arkin Advertisers Service, 422 S.  
Wabash Ave., Dept. 20, Chicago



# Circulation

# 60,000

## Line Rate 50c.

Member A. B. C.  
Member A. P. A.

**FARMER AND BREEDER**  
SIOUX FALLS, S. D.

# American Lumberman

Published in CHICAGO

Member  
A.B.C.

READ wherever  
Lumber  
is cut or sold.

# EVENING HERALD

leads all Los Angeles daily papers in Total Advertising with 7,100,352 lines net paid and leads all daily papers west of Chicago in paid advertising.

Its Great Circulation Covers the Field Completely.

Representatives:

New York: Chicago:  
H. W. Moloney G. Logan Payne Co.  
604 Times Bldg. Suite 401, Tower Bldg.  
6 No. Michigan Ave.

# ART or COPY?

Pretty poses by slick-haired boys or goods actually sold at a profit? The USUAL answer is determined by which the writer is selling.

## HOW WOULD YOU LIKE TO HEAR THE UNBIASED TRUTH?

A sixteen-page booklet on  
ART VS. COPY

will be sent free upon your request  
BY

THE PRINTING ART  
Cambridge, Mass.

## "Keep Old Customers" Advises Homer J. Buckley

"The average merchant loses fifteen per cent of his old customers every year—a high consumer mortality rate," said Homer J. Buckley, president of Buckley, Dement & Company, to the star salesmen of the Addressograph Company in Chicago last week. "He loses them because he is neglectful in some small way or another; because he has failed to take into account the human element in his dealings with them."

The occasion was the annual four-day convention of the Hundred Club of the Addressograph Company.

Continuing Mr. Buckley said: "The big need of the merchant of today is to learn how to keep from losing his old customers and how to obtain a greater volume of business from them—not how to win new customers. On losing a customer you find your average merchant seeking new customers instead of trying to win back the old ones. He lets them go when he should win them back by persuasive, tactful methods, by mail and in person."

## Appointments by "Radio Topics"

Earl D. Beckwith, who has been with W. B. Ziff & Company, Chicago publishers' representatives, and at one time manager of the St. Louis & Detroit offices of the S. C. Beckwith Special Agency, is now associated with *Radio Topics*, as advertising manager.

*Radio Topics* has also appointed George J. Callahan, New York, as Eastern representative and A. Schulenburg, St. Louis, as representative of the St. Louis territory.

## Portable Building Account with Chicago Agency

The David C. Thomas Company, Chicago advertising agency, has obtained the advertising account of The Alexander Lumber Company, New York, maker of "Circle A" sectional houses.

A campaign in trade and newspapers is being planned.

## TWO MAGAZINES FOR ADVERTISING MEN

**NATIONAL ADVERTISING** Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

**POSTAGE** Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

**"GIBBONS Knows CANADA"**

TORONTO

MONTRÉAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

Who can use several thousand  $6\frac{1}{2} \times 12\frac{1}{2}$  unprinted heavy manila envelopes, patent cord fasteners? Will sacrifice. Write for sample to Box 546, care of Printers' Ink.

There Is a Printer Out of Town—one hour from Penn. Station—equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. **Glen Cove Press, Inc.**, Glen Cove, L. I. Tel. 498.

### NEW PRODUCTS WANTED

We are constantly on the lookout for new propositions. Anything that could be sold by mail or through drug stores is particularly desirable. If you have any specialty and would care to dispose of the selling rights on a royalty basis or otherwise, send full description. Box 545, Printers' Ink.

## WANTED

### Newspaper Publisher and Job Printer

to locate in Borough of Franklin, N. J., population over 5000. This is an ideal opportunity for a live wire. No opposition at present. For further particulars, address W. C. Nestor, Secretary of Board of Trade, 136 Main Street, Franklin, N. J.

### A PUBLISHER

wants to take over the management of a Trade Publication on a commission basis. His record as a profit-maker while building up journals and their organizations is available. High standing as to ability and integrity. Some estate, individual or organization which finds details of management irksome and annoying should answer this ad, giving facts. Box 557, Printers' Ink.

### ASK FOR YOUR

copy of Harris-Dibble Bulletin, 297 Madison Avenue, N. Y. C. It presents some good periodical publishing opportunities.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNER, FENDLER & CO.  
New York City

### NEW YORK SALES AGENCY

Organization of experienced sales engineers in close touch with trade and industrial plants desires one more account in building specialties. Substantial representation offered for high-grade proposition. Box 558, Printers' Ink.

### HELP WANTED

#### SALESMEN

Commercial poster salesmen wanted by large, well-established poster lithographing company. State previous experience. Box 573, Printers' Ink.

SALESMEN AND SALES ORGANIZATIONS catering to drug and department stores to handle complete line of compacts, powders, etc., of leading French perfumers. Box 555, P. I.

#### STENOGRAFHER

Young man or young lady stenographer as secretary to head of firm in wholesale jewelry business. Must have selling "sense" and mechanical advertising experience. Write in detail giving age, experience and salary desired to start. Box 568, Printers' Ink.

Wanted—Experienced publicity man for large American fire insurance company, New York. Excellent opportunity for right man. State age, experience and salary expected. Box 556, Printers' Ink.

## FIGURE MEN

We are interested in interviewing really good figure men—wash, line and poster technique desirable.

Stanford Briggs, Inc.  
392 Fifth Avenue, New York

July 13, 1922

**ASSISTANT TO EXECUTIVE**—Services wanted of middle-aged man with acquaintances among publishers, advertisers, buyers of good printing, in modern but small plant doing fine color work on Kelly presses. Box 548, P. I.

**COPY WRITER**—Experienced on electrical and mechanical accounts—able to present facts forcefully in trade-journal ads and articles and by direct mail. A real opportunity with long-established growing agency. State education, experience, religion, salary and submit samples. P. O. Box 824, City Hall Station, N. Y. C.

## Wanted

**Merchandising and Research Man** by advertising agency in Eastern city. One who has done similar work for agency or publication. Preferably under thirty, and college trained. Address Box 560, Printers' Ink.

### LITHOGRAPHIC ADVERTISING SALESMAN WANTED

A leading lithographic organization desires representative for their Boston territory. Familiarity with this territory is desirable. The man wanted is probably young. He must be energetic, resourceful and able to measure up to an unusual opportunity. Box 559, Printers' Ink.

### WANTED FOR CHICAGO

Experienced advertising solicitor to represent two trade publications on a strictly commission basis. Applicant must be a resident of Chicago and show a successful record over a period of years.

Consideration will be given a high-grade man at present representing one other paper. All replies considered in strict confidence. Address Box 563, P. I.

## POSTER SALESMAN

One of the leading old-established Poster Lithographers desires an energetic, resourceful salesman in Eastern territory who can qualify with previous record on posters; or with an adaptable advertising experience. An excellent opportunity for an energetic salesman who has confidence in himself and who is ambitious for a permanent future. Box 544, Printers' Ink.

### ADVERTISING MAN A SELF STARTER

Leading general retail music house in city of half million in Central States wants an advertising man who, with competent backing of members of the firm, can create and originate ideas that will increase sales in pianos, phonographs, band instruments, sheet music, records, and radio supplies. Firm represents very best class of merchandise. An attractive salary bonus plan and eventually to become an officer of company will be offered. Write fully and enclose photograph if possible. Box 554, Printers' Ink.

**Wanted**—Typographical Designer, who can do some lettering and designing of booklet covers, folders and broadsides. He must be familiar with type, and be able to layout all work for composing room. Brown Blodgett & Sperry Co., St. Paul, Minn.

## MISCELLANEOUS

**Book Manuscripts Wanted**! Autobiography, fiction, business, religious, verse travel—any subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.

## TWIN TALENTS

I prepare original advertising visualizations incorporating persuasive copy and distinctive illustration. My terms are reasonable. Box 570, Printers' Ink.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKE PRESS, Washington, N. J. Phone 100.



## 500 Things to Sell by Mail

Remarkable new publication. Workable plans and methods. Loose-leaf, cloth binder. Prepaid, \$1.00. Walhamore Company, Lafayette Bldg., Philadelphia, Pa.

**ADDRESSOGRAPH** for sale—Motor driven, ribbon print, makes 6-line stencils. Also motor-driven GRAPHOTYPE. Both almost new and in perfect condition and running order. Green & Ellis Co., 1114 Sansom St., Philadelphia, Pa.

## POSITIONS WANTED

**SALES STATISTICIAN** wants position with an organization that can use to mutual advantage 7 years' experience in gathering and reporting sales and development statistics. Box 547, P. I.

## EDITOR

Graduate mechanical engineer for publication devoted to industrial, economic or technical subjects; at present editor of technical magazine. Box 553, P. I.

**IT MAY BE YOUR ESTABLISHMENT** that requires at the head of your art department a man with broad experience. For twenty-one years an illustrator and art manager, now conducting a studio I am qualified to improve almost any art department. I want a broader field, and will not fit in a small job. Have a complete knowledge of reproduction. I can offer a platform of quality, then quantity. Box 551, Printers' Ink.

July 13, 1922

**TRADE-PAPER MAN**, over 14 years' experience, including advertising, editorial and general management. Can take full charge or specialize in advertising. Age under 30. Box 569, Printers' Ink.

**SALESMAN**

Record best recommendation. Desires connection with live-wire organization. Publishing field preferred. Willing to travel. Write Dynamic, Box 564, P. I.

**PRODUCTION man** for small agency, or assistant for large department. Young, experienced, aggressive. Knows purchasing, engraving, printing and mechanics. New York preferred. References. Box 566, Printers' Ink.

**COPYMAN**

who writes interestingly and convincingly. Four years' advertising experience, mostly with national advertiser, selling a score of products. Young, educated, intelligent. Box 565, P. I.

**Artist**—Pen and ink. Outdoor subjects, character studies and Western characters true to life in their own atmosphere. Suitable for magazine and newspaper advertisements, booklets and folders. Wishes free-lance work. Box 562, Printers' Ink.

**ADVERTISING ILLUSTRATOR** at present with large agency wishes to connect with newspaper or agency in a progressive city. Nine years' experience in all branches of commercial art, lettering and designing. Samples submitted upon request. Box 550, Printers' Ink.

**INVESTMENT—SERVICES**

Ten years with high-grade company selling direct through several thousand women. Now assistant sales manager. Would consider changing to reliable company selling direct. Services and small investment. State proposition briefly. Box 549, P. I.

**HORSE SENSE**

Young man who can write selling copy, make attractive layouts, expert knowledge of printing, uses common sense in his work, understands small-town people and farm folks, will be at liberty in August. Geo. H. Johnston, 804 East Broadway, Mt. Pleasant, Michigan.

**Account Solicitor**

The right type of man.  
Well equipped.  
Successful.

Willing to start with moderate pay for high-class organization. Now employed. Box 572, Printers' Ink.

**WESTERN SALES MANAGER**

for well-known manufacturer for 10 years, marketing production through retailer and jobber, seeks connection with reliable house as sales manager, district manager or assistant to big executive, where there are future possibilities. Has proved by experience that he is capable of selecting, training, directing and developing sales force and giving helpful co-operation which bring results. Analytical mind, well balanced, good judgment, ambitious, a worker. Age 36. Gentle, married, willing to locate anywhere. Salary reasonable. Box 552, Printers' Ink, Chicago Office.

**WE CONNECT THE WIRES**

**FARM JOURNAL POSITION** wanted by young man who has just taken master's degree in agriculture with honors. Has studied farm publicity methods and has done practical work in editorial and business departments of publications. "Entirely reliable; manifests initiative; has more than average ability; well fitted for position." Our No. 6045-B.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Editor or Rewrite Man**—College graduate. Experience in publicity, advertising and sales promotion work. Trained correspondent. Literary and executive ability. Excellent references. Box 567, P. I.

**Purchasing Agent**, capable, efficient buyer of printing and stationery, desires to become associated with concern using quantities of printing. Can reduce costs. P. O. Box 344, Mt. Vernon, N. Y.

**NEW YORK FREE-LANCE WRITER**

Copy-plan chief big agencies 8 years. Widely experienced, all phases of advertising. Box 561, Printers' Ink.

**TYPOGRAPHER-DESIGNER**

and production man of exceptional ability would make a change. Thorough technical knowledge of printing, engraving and allied industries; estimating; systematizing. Box 571, Printers' Ink.

**PERHAPS I'M THE MAN**

I know automobiles and trucks from headlights to tail-light; pneumatic and solid tires from tree to junkman; electrical distribution lines from powerhouse to socket; and a good deal about wholesale and retail merchandising.

I can sell, both personally and by mail; I can write letters that pull, articles that interest, and advertising copy that convinces.

On a solid foundation of advertising and sales promotion, I have been on the road for the past three years selling department stores, jobbers and retailers. Now I want to stay in or near New York and put to work the experience I have gathered.

Age 28, perfect health and a go-getter. Box 574, care of Printers' Ink.

**Binders for Printers' Ink**

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.  
185 Madison Avenue - - - - - New York

# Table of Contents

NEW YORK, July 13, 1922

Sell Advertising, Soap Sales Then Automatic, Says Peet.....	<i>G. A. Nichols</i>	3
The Long and Short of the Copy Length Question.....	<i>Ira Fleming</i>	8
Does Price-Cutting Indicate Popularity?.....	<i>A. H. Fairbanks</i>	17
"Trial Assortments" Demonstrate Salability of the Goods... <i>S. C. Lambert</i>		25
Good-Luck Ring Runs Good-Luck Copy.....		28
"Plaster" Gets a Broader Market through Educational Advertising.....	<i>C. M. Harrison</i>	33
Making Technique Take the Place of Color.. <i>By a Commercial Art Manager</i>		41
What the Rubber Man Thinks of the Flapper.....	<i>James H. Collins</i>	53
How Mennen Gets Contact with Users of His Product.....	<i>James True</i>	61
Merchandising Low-Price Products through Grocery Stores.....		73
Year-Round Advertising Made One Specialty the Leader.....	<i>Roy Dickinson</i>	81
New Orleans Pie Baker Sells 20,000 Pies Daily.....		90
More Letters from the Sales Manager to His Salesmen.....	<i>By a New York Sales Manager</i>	97
Selling Human Sentiment Proves More Successful Than Selling the Product		106
Making a Prospect of Every Member of the Family.....	<i>Clifford W. Bent</i>	113
Making One Advertised Article Get Market for Another.....		116
Music "Get" You? Then Play in Band, Conn Advertising Suggests.....		121
No Protection for Trade-Marks in Advance of Use.....		129
Southern Newspaper Publishers Meet.....		134
Maine Interests Get Together to Sell State to the Country.....	<i>James M. Moseley</i>	149
Editorials .....		158
Keeping the Path Clear—Our Objection to Psychological Tests— Advertise the Department Where Sold.		
Summary of Advertising in Magazines for July.....		165
"Printers' Ink's" Four-Year Record of July Advertising.....		170
The Little Schoolmaster's Classroom.....		172

# Outdoor Advertising

NATION-WIDE

110,000,000  
CIRCULATION

## INDELIBLE IMPRESSION

—forceful, initial impressions, given cumulative intensity by incessant repetition, produce the deep-rooted lasting impression that is one of 12 advantages of

## OUTDOOR ADVERTISING

Thos. Cusack Co.

### CHICAGO

HARRISON  
LOOMIS &  
CONGRESS STS.

### NEW YORK

BROADWAY  
FIFTH AVE.  
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR  
REPRESENTING OVER 8,500 CITIES AND TOWNS

# *Daily Tribune First* in *City and* *Suburban Circulation*

## City and Suburban Circulation

1922	Daily Tribune	Daily News	News Lead	Tribune Lead
January	345,755	376,102	30,347	.....
February	353,490	376,476	22,986	.....
March	354,875	380,933	26,058	.....
April	360,378	377,296	16,918	.....
May	363,543	354,743	.....	<b>8,800</b>
June	373,915	346,860	.....	<b>27,055</b>

*In connection with this latest achievement, please realize that for years The Sunday Tribune has had the largest circulation of any Chicago paper—city and suburban as well as total; and for years The Daily Tribune has had the largest week day circulation. Now The Tribune leads daily as well as Sunday in city and suburban as well as in total circulation.*

***The TRIBUNE is first in Chicago***